MIND MASTER

NLP STRATEGIES FOR TRANSFORMATION

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Chapter 1: NLP Demystified!

What is NLP?

Neuro-linguistic programming or NLP is a powerful learning method that allows people to:

1. Create permanent, positive changes in a person's life.

2. Understand how to ethically influence and persuade others.

3. Effectively achieve long term and short term goals.

4. Overcome negative experiences and memories to move forward in life.

5. Understand how human communication really works.

Where did NLP come from?

NLP draws heavily from several other disciplines, including linguistics, learning theory, psychology and even psychotherapy. It is a multispectral discipline that welcomes complementary theories whenever it needs to.

Milton Erickson, who is considered the father of modern hypnotherapy, applied many theories that harmonized with the basic principles of NLP, including accessing the subconscious mind and distinguishing between essential identity and personal behaviors.

Who uses NLP?

Neuro-linguistic programming is considered a wonderful, nurturing discipline for individuals who wish to combine different theories and methods to create target outcomes or goals. NLP is currently being

used by a wide variety of basic and master practitioners throughout the world.

In the United States, NLP is often used by life coaches to **model personal excellence** so that their clients can find sustainable solutions to problems they encounter in different areas of their lives. There is actually no known limit as to what you can achieve with NLP techniques. You are limited only by your drive and creativity!

Is NLP an art or science?

The foundational principles of NLP are based on science but it is also considered a form of art because of its performance component (mainly, communicating with others and performing affirmative, positive actions).

The essential principles of this discipline are based on scientific assumptions about our neurological system (how we receive inputs from our external environment) and the various mental processes involved in processing information, making decisions and how we take action in different situations.

How is feedback used in NLP?

Of particular interest in NLP is how people communicate and behave depending on the **feedback** that they get from social interactions. Feedback is a central concept in NLP. One of the core assumptions of NLP is that without feedback, it will not be possible to plan and achieve goals or even communicate meaningfully with others.

Concepts like success and failure are also challenged by NLP as it encourages an objective, outcome-centered thinking especially if you are trying to achieve something for yourself.

In NLP, you don't <u>fail</u> at something; you simply receive feedback. If something didn't work according to plan, you can use the feedback from the experience to change the outcome in your next attempt. Mistakes and miscalculations that commonly delay success are "feedback generators" that actually guide people to their target outcomes.

How can you start learning about NLP?

NLP operates on several important assumptions, which have been summarized below:

I. **Rapport –** The best way to interact with others is to establish <u>rapport</u>. You can create rapport by paying attention to communication feedback in its various forms and adjusting how you are interacting with your subject.

II. **Awareness –** Heightened awareness can be achieved by focusing on the way your body receives neurological input from your environment.

By increasing your awareness you can start understanding <u>how you learn</u> and process inputs yourself. Our internal representations of the world (i.e. "the map of reality") are determined by unique mental processes that are different for each person.

III. **Outcome –** Using an outcome-centered frame of mind will always produce the best results.

This applies most especially when you are trying to solve a problem that you've always had or if you want to achieve something that you have never done before. Outcome-centered thinking does away with dwelling in the past and creates the best mindset for focusing on your present needs.

IV. **Behavior –** If you want to succeed in everything that you set your mind to, you need to change your current behavior if it is not producing the results that you want.

Adapting to different situations based on the feedback that you are getting is a priority when practicing NLP. Luckily, NLP is all about making positive changes and performing one affirmative action after the other!

V. **Response –** A person thinks, speaks and acts according to his blueprint of reality. Every person has his own slightly different blueprint of physical reality and the world at large. Your blueprint differs from mine so it is possible that our responses to a single situation would be completely different because of our different backgrounds.

This assumption is useful when creating strategies to influence others so you can accomplish your goals more quickly. Persuading a person to agree with you also becomes easier when you are able to analyze why the person is giving a certain type of feedback.

Assumptions:

This report assumes the following:

1. That you are interested in learning different strategies that you can use primarily in communication and personal development.

2. That you are willing to read/listen with an open mind as you are introduced to the many facets of the human mind.

3. That you are ready to practice in order to master your skill in using NLP techniques.

Chapter 2: Secrets of Effervescent Rapport

Why do we need rapport when interacting with other people?

Rapport is an indispensable foundation of neuro-linguistic programming because it paves the way for smoother interactions with other people. Rapport also opens up channels for successful persuasion and influence, putting you at a beneficial position right from the start. When an interaction between two or more people breaks down, the missing ingredient is often *rapport.*

What is rapport?

The simplest and most useful definition of rapport is "lack of conflict and harmony among individuals."

Establishing rapport with your subject/s means you are creating a deep form of social harmony that will allow you to communicate more effectively. Rapport can also reduce or eliminate <u>direct objections</u> and <u>internal resistance</u>, making it even easier to persuade the other person to listen and agree to what you are saying.

Some people have a natural talent for establishing rapport. We see them all the time on TV and in leadership or personal development seminars around the country.

People like Oprah, Ellen DeGeneres and Tony Robbins are all exceptionally good at what they do because they have developed an almost superhuman ability to create rapport with anyone they have to talk to. It's as if these people have mastered the *unwritten code* that gives them access to people's trust.

Almost everyone knows what rapport is, but not everyone knows how they can benefit from it themselves.

Fortunately, *not* having a natural talent for rapport doesn't mean you can't use this technique during social interactions. While it is true that some people are born with the talent, rapport can still be learned and mastered.

Eventually, what was first learned through books is made natural through practice. It takes time to master the art of establishing rapport, but once you do master this important skill, you are already <u>halfway</u> through the persuasion process.

How can you establish rapport with other people?

There are a variety of techniques you can use to create rapport with other people, even if it's the *first time* you've encountered the person.

In this chapter, we are going to take a sojourn into the world of expert rapport building so that you can see how you can utilize the *simplest* elements of communication to establish harmony and remove conflict from the equation.

Rapport-Building Techniques

1**. Be Interested** – A good way to establish your positive intention is by being genuinely interested in what the other person has to say. Perform <u>active listening</u> when interacting with others and make the other person's story more important than yours.

By putting the other person's input at the center of the interaction you will instantly gain valuable feedback that you can then use to shape your arguments if it is your final intention to persuade the subject to agree with you.

Exert every effort to listen and understand what the other person is *communicating* rather than just paying attention to his words. Communication is 7% nonverbal in nature, so read your subject's <u>body language</u> throughout the interaction and you will gain valuable insight as to what he is *really saying*.

2. **Verbally & Vocally Harmonizing** – <u>Harmonizing</u> is not the same as mimicking, which produces the opposite effect of establishing rapport.

When you actively harmonize with someone during an interaction, you employ subtle <u>mirroring techniques</u> so that your manner of speech, tone of voice, speech rate and word choice become gradually similar with your subject's own communication style.

A good rule of thumb would be to subtly mirror your subject every few minutes to reinforce the rapport. Use feedback from your subject to determine if your mirroring is working or not. If not, change your mirroring style and try again.

3. **Information Processing –** People are divided into two categories when it comes to processing information: the <u>detail-oriented</u> and the <u>generalist</u>.

Detail-oriented individuals prefer bite-sized pieces of information. They love specific details and they prefer working bit by bit until the whole picture is finally revealed.

Generalists on the other hand, are quite the opposite: they disdain the idea of going into small details. Instead, they prefer the efficiency of the "big picture." Generalists also like talking about "final products" or "end results" because they like presupposing results based on the general view of an idea or event.

Differentiating between the two and responding adequately to the different needs of these two categories of people will help you establish rapport more quickly.

Why? Because information can be exchanged more efficiently and there will be little or no backtracking necessary.

Observe how your subject lays out his story and you will be able to determine if he is a generalist or detail-oriented person. If you encounter a detail-oriented person, cut down the size of your input to singular details to communicate better.

4. **Remember the VAK System –** Each person can either be a visual, auditory or kinesthetic learner. Determine what type of learner you are talking to and adjust your language as you see fit.

Each type of learner uses a specific set of words more often. Here are some examples:

Visual:

I <u>see</u> where you're going.
That's <u>clearly</u> a <u>bright</u> idea.
This problem is making things too <u>dim</u> for us.
I have a great <u>vision</u> about this new project.
Let's add some <u>color</u> to the campaign.
People need to <u>focus</u> more to get better results.
<u>Look,</u> I really need you to <u>pay attention</u> to me.

Auditory:

That <u>sounds</u> like trouble, I don't like it.
I'm <u>arguing</u> here that this solution won't work.
My boss is <u>deaf</u> to all our demands.
That idea <u>sounds</u> like a sweet <u>melody</u>!
He seems too <u>outspoken</u> for my liking.
It's time that I became more <u>vocal</u> about things around here.
I think we are on the same <u>wavelength</u>.

Kinesthetic:

That man's voice is really <u>cold</u>.
I feel <u>excited</u> about these developments.
The <u>pressure</u> is now on for the best idea.
I like the idea of <u>driving</u> our company forward.
Don't <u>rush</u>; take things <u>one step at a time</u>.
<u>Moving through</u> his desk is like <u>walking</u> through the jungle.
That won't work; the other group <u>reshaped</u> the software!

5. **Match Body Language** – This is an advanced technique that can be difficult at first but is actually the fastest way to establish rapport before you even utter the first word.

You see; each person has a peculiar body language when interacting with others. <u>Arm movements, hand gestures and facial expressions</u> all fall under the category of body language or <u>nonverbal language</u>.

<u>Matching the other person's body language</u> eliminates outward differences and will make the other person more comfortable talking to you.

First observe your subject's breathing rate and try to match it. If your subject is breathing too quickly, that is a sign that he is agitated, anxious or even afraid. Match the person's breathing rate and subtly <u>pace</u> him until he begins matching *your* breathing rate.

Allow the person to calm down by changing your breathing rate until both of you are relaxed. If the other person's other gestures are tight and defensive (e.g. arms over the chest), you can use the same technique to encourage your subject to use more <u>open body language</u>.

Chapter 3: Master NLP Strategies

How can you use NLP to improve your life?

Neuro-linguistic programming can be an extremely valuable partner because it centers on creating the **best possible outcomes** and **developing personal excellence.**

Many life coaches and NLP trainers continue to thrive within this discipline because it's dynamic and continues to be even more relevant to a greater number of people because of its diverse applications.

In this chapter we are going to explore a few master NLP strategies that you can begin using <u>today</u> to improve your life. There are actually an unlimited number of techniques that you can use once you understand the basic formulas behind these exercises.

What do you need to do in order to be effective with NLP?

NLP requires performance or action in order to be of any use. You can't use NLP without applying it because every component of NLP is geared towards **creating affirmative action** in people's lives. These actions will change your state of mind, lifestyle and even the way you communicate with others.

As we can plainly see, it is impossible for someone to claim that he is "using NLP" if he has never applied any NLP concepts in real life! Mastery of neuro-linguistic programming is highly contingent on real-life application. The learning phase is actually very short in comparison with other disciplines. I would say that **NLP is 80% performance and only 20% theory!**

The foundational theories of NLP must also be expanded in order to be relevant to specific situations and people. For example, an NLP phobia script can be used for any type of phobia but must be modified to <u>suit the conditions and needs</u> of the phobic individual.

You can't use an arachnophobia NLP script on someone who is afraid of fire because the modalities and submodalities involved would be completely different. In NLP, a **modality** is a *state of existence* of a memory or lived experience.

Submodalities, on the other hand, refer to the many internal representations that we create in our minds when encoding our lived experiences. Submodalities are contingent upon the five senses and therefore, our memories are *sense-based* recordings of past events.

Unplugging Bad Memories

How can you deactivate bad memories permanently?

Bad memories can often hinder us from moving forward in life. Some emotionally-charged memories have the ability to affect a person intensely years after the event has taken place. NLP offers a respite from bad memories through the modification of submodalities.

Think of submodalities as the characteristics of a memory, embedded deep inside your subconscious mind. You can deactivate bad memories more quickly by altering how they are recorded in the subconscious.

This exercise will help you understand how you can use the concept of submodalities to free yourself of harmful memories so you can stay within the affirmative, outcome-centered mindset all the time.

Preparation Phase: Positive Memory

1. Think of a time when you felt really happy. It can be a simple event such as getting a puppy or the day you graduated from college or high school. Make sure that the happy memory is vivid and is charged with intense, positive emotions.

2. Focus all your attention on your memory and begin writing down details such as: location, colors, perspective, clarity, volume and constancy of sound. List down everything you notice in the memory.

3. When you are done listing down these submodalities, begin changing them, one by one. For example, if you hear a loud laughter in the background, mute this laughter. If you saw that the colors in the memory were bright, make them all sepia or black and white.

4. How do you feel about changing the submodalities of this happy memory? Does the happy memory still bring forth the same mix of happy emotions?

5. Now bring back the old submodalities of your happy memory. Compare your internal feedback now to what you felt after the change in the submodalities. What did you notice?

Unplugging Phase: Negative Memory

Now that you've had some practice with a "safe" memory, it's time to face your negative memory. Simply perform the same steps outlined in preparation phase and apply them to your negative memory.

It may be more difficult to list down the submodalities of a negative memory because the subconscious mind has a tendency to repress these important details.

However, this task is not impossible and with enough coaxing, the subconscious mind will hand over all the submodalities to you during the exercise.

Transforming Limiting Beliefs

How can we remedy limiting beliefs?

Limiting beliefs have a direct impact on the way we view the world and how we pursue goals. If you wish to become a success-oriented individual, your limiting beliefs must be transformed so you can make decisions and take action with full confidence.

This NLP strategy will help create new beliefs while transforming old, limiting beliefs that have become the "norm" in your subconscious mind.

1. First, think of a current limiting belief that is holding you back (e.g. *"I can't parallel park"*) Take note of the submodalities of this belief.

2. Second, think of a belief that you once had but you no longer believe in at the present time (e.g. *"I once believed in fairies and pixies in the forest"*) Again, take note of the submodalities of this once-true belief and record how you feel about it.

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3. Third, think of a belief that you are 100% certain is true, with full confidence. The submodalities of this belief are more powerful and vivid so you won't have any problems recognizing them during this exercise.

4. Fourth, think of a belief that is opposite your limiting belief. If you think your cannot parallel park, your opposing belief would be something like "I am an expert in parking."

If you can't think of a completely new belief, reformulate the first belief (the limiting one) and create an affirmative version of it. So if your limiting belief was, "I can't parallel park," your new belief would be "I can parallel park."

5. Switch the submodalities of your **limiting belief** with the belief that you no longer believe is true.

6. Lastly, switch the submodalities of the new belief, the fourth one, with the submodalities of the belief that you are 100% certain is true.

You will notice immediately that you feel differently now about your past limiting belief. The submodalities have been consciously shifted and that has made all the difference in how your mind perceives the four beliefs that you have just modified with NLP.

Chapter 4: Influence & Persuasion

How can you influence others more easily?

The study of influence has been around for many decades and it remains relevant today because the need to persuade and influence others is never-ending.

One of the most common responses that I receive from people is "influence is not ethical!" To think that consciously influencing others is an *essentially* unethical activity is completely false.

Here's why: **the <u>only goal</u> of human communication is influence.**

How is influence built into human communication?

Human communication is built around the assumption that people set out to interact with others to influence them in a variety of ways. A teacher prepares for his lessons in the morning because he wants his students to believe in his ability to teach so that they would accept the knowledge more easily.

A lawyer reads countless books before he is accepted into the bar because he wishes to be an authoritative and credible legal counsel. A doctor does the same thing – he studies for many years so that his words have weight and he can influence the healing process of his patients.

As you can see, <u>everyone</u> sets out to influence others. Influence by itself is a function of human communication. A person's <u>intention</u> is completely different and separate from the activity of influencing others.

Of course, once a person learns how to directly influence others through certain strategies, he must always strive to create a win-win situation for both parties.

This is in line with the goal of becoming an **ethical influence to others**. Knowledge of the art of influence does not give anyone the right to consciously mistreat others through unethical manipulation.

In this chapter I will be sharing with you some simple ways that you can improve your ability to influence others by using both verbal and nonverbal channels of communication.

Body Language

How can you use body language to improve your persuasiveness?

Body language, or <u>nonverbal language,</u> transmits more than 50% of your total message at any one time. Our body language is affected by our thoughts and emotions.

Our conscious thinking is separate from the subconscious patterns of thought and therefore, it is possible that there might be incongruence between what you are verbally communicating and what your body is actually telling your subject or audience. These tips will help you project a positive and influential persona when interacting with others:

1. Your arms indicate your level of <u>personal security</u> while speaking to someone. Raising your arms over your chest area (i.e. "the arm bar") communicates defensiveness and fear. You don't want to appear afraid or defensive if you wish to be trusted. Keep your arms at chest level but keep your chest area open and free of any hands or arms.

2. To increase the <u>energy level of the interaction</u>, gesture from your chest level. To set the energy to the highest possible level, gesture from the level of your head. Inversely, if there is too much energy in

the interaction, you can gradually influence your subject to decrease his energy by gesturing from the waist level.

3. When smiling at someone, think of someone that you love or really like. This will allow you to create a genuine and sincere smile. <u>Fake smiles</u> look nothing like genuine smiles and can be detected easily by other people. An insincere smile can cause the other person to suspect that you are not being truthful or you have an unfair advantage.

4. Avoid touching your hair, hands or face while speaking to someone or when addressing a group of people. Such gestures are distracting and the unnecessary movement signals that you are <u>nervous</u> about something. If you are trying to motivate others, these micro signals are incongruent with your verbal message.

5. When shaking someone's hand, always aim to create an "equalizing handshake" by bringing the other person's hand just above waist level. You can shake with both hands but make sure that you do not grip the other person's hand too tightly.

Advanced Influence Strategies

1. The creative use of "and" can improve the likelihood of someone saying yes to you, without any further questions. For example, instead of saying, "I would like to print 10 pages because my boss needs them right now," you can say "I would like to print 10 pages and give them to my boss."

The use of "and" defuses the statement and eliminates the tone of challenge as well. It creates a fluid logic that can easily be accepted by your subject during the interaction.

2. If you want someone to <u>commit to something big</u>, it would be unwise to "lower the boom" immediately. A person can reject the idea of committing to something easily. The best way to convince someone to help you with something is to condition him through smaller, more manageable tasks.

For example, if you want your spouse to help you in cleaning the house, you can first ask him/her to clean up a small side table in the living room.

After a few more simple cleaning activities, your spouse will feel more committed to the idea with helping out because that's how the human mind works. The human mind values commitment highly and a small amount of commitment can turn into a large commitment quickly if the need presents itself.

3. <u>Creating a middle choice</u> eliminates resistance and can speed up the decision-making process in most situations. This technique works because people habitually avoid extremes and excesses. If you have three options that differ from each other, the middle option will most likely be chosen by virtue of its position in the available options.

Warning: The following NLP secrets are deadly in the wrong hands!

If you've read this far, you're clearly serious about transforming your life with NLP, to become a more confident, charismatic, high achieving you.

And that's great, because we've only just scratched the surface, and what you're about to read next is where the most potent, powerful and downright deadly in the wrong hands NLP secrets are revealed.

Imagine, in just 30 days from now, having the power to:

- Finally achieve ANY of your biggest, bravest goals
- Become the most influential, seductive person at the party (or in the office)
- Attract your dream date, lover, and future partner with effortless communication
- Get a pay rise, or land your dream job
- Lose weight, crush a phobia or even start your own business!

When you apply the power of deep, potent NLP therapy, these things aren't just possible; they're inevitable.

And because they're so powerful, they could easily be exploited if placed in the wrong hands.

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