



## Table of Contents

Chapter 1: Your Beautiful Brain .....	3
Chapter 2: The Waking Mind Vs. The Subconscious Mind .....	7
Chapter 3: Essential NLP Assumptions .....	18
Chapter 4: NLP Techniques.....	24
Technique 1: Guided Daydreaming.....	25
Technique 2: The Memory Tuner .....	27

# Chapter 1: Your Beautiful Brain

## The Brain Map: Powerful NLP Concepts

*How powerful is the human brain?*

The answer to this question is -

**“Your brain can be as powerful as you’d like it to be.”**

I want you to always remember this because as we progress through this special book you will see how easy it can be to use **your own mind** to achieve **personal excellence** in every part of your life.

*How can we achieve personal excellence?*

The modern Oxford Dictionary defines “excellence” as “the quality of being extremely good or outstanding.” Excellence is something that we all want in our lives because personal excellence **enriches** and **rewards** us.

I personally believe that if a person wants something and is willing to work hard for it, he deserves it. Sadly, this is not usually the case when people want something for themselves.

Since many of life’s best rewards are gained through some form of personal excellence, the journey to enrichment and rewards is often an uphill battle. Many people give up on this uphill battle simply because they don’t know how to attain personal excellence to succeed in their goals.

**It doesn’t have to be this way anymore.**

*What is “NLP?”*

**Neuro-linguistic programming**, or NLP, can open up a world of possibilities to anyone who wants to achieve personal excellence in any part of their life.

## The Brain Map: Powerful NLP Concepts

NLP combines a variety of techniques (e.g. psychotherapy, language, linguistics, psychology, etc.) to achieve target outcomes like overcoming phobias, achieving short-term and long-term goals, manifesting desires, etc.

Personal excellence comes by way of **modeling**, which takes into account observable and theoretical patterns of behavior to create new ways of thinking and acting.

**NLP is a roadmap of the present and future.**

Have you ever been lost while driving on an unfamiliar route?

You can easily become unhappy, stressed or even angry when you don't have a clear route to follow. No one likes the feeling of 'just driving' with no particular destination in mind.

**Life can feel the same way.**

If you don't have a clear roadmap for life, things can spin out of control very quickly. You can make serious mistakes and poor decisions that could've been avoided if you had a map to guide you.

NLP can show you how to create your own roadmap so that you will never become lost again. Imagine having everything you will ever need to **solve problems** and **accomplish goals**. That's NLP in a nutshell!

Like other worthwhile activities, NLP requires a little effort and practice to perfect. As you learn more NLP techniques, your repertoire of life skills will grow and so does your mastery of the subject. Eventually, you will have the capability to teach NLP to others – but that's up to you!

## The Brain Map: Powerful NLP Concepts

### **Assumptions:**

This report assumes the following:

1. That you are interested in some or all of the following: language, personal development, the subconscious mind and psychotherapy. NLP extends to other subjects such as sociology, but these are core concepts that make NLP relevant and dynamic.
2. That you will not use any of these techniques as a substitute for professional therapy provided by healthcare providers or similar professionals.
3. That your mind is open to new ideas and you are willing to learn novel ways to power your mind and achieve great things.

# Chapter 2: The Waking Mind Vs. The Subconscious Mind

## The Brain Map: Powerful NLP Concepts

*Have you met your subconscious mind?*

Our minds have two very distinct, yet interconnected parts: the **conscious/waking mind** and the **subconscious mind**. Many books use the term “halves” to describe these two because it’s easier to imagine them as two equal, neatly divided parts of a whole.

In reality, the conscious mind accounts for only 15-20% of the whole. The rest of your mind (around 80% or more) is actually your subconscious mind.

**No need to panic!**

“**Subconscious**” does not mean “unconscious” or “unaware.” Your subconscious mind also doesn’t cause of common mental lapses like forgetting someone’s name or committing math mistakes.

The subconscious mind is actually the **crown jewel** of the human mind. It’s like a massive castle filled with doors, archways, gardens and *endless rooms*.

**The subconscious mind represents you, dependably recorded and stored away by your brain.**

This part of your mind is much larger and substantial than the conscious/waking part because it is:

- *The seat of all your emotions*
- *The depository of all memories and life experiences*
- *An organic learning engine*
- *The center of your lifestyle, beliefs, habits and morality*

## The Brain Map: Powerful NLP Concepts

- *The source of your imagination*
- *The center of dreaming*

*What does our waking consciousness do?*

While it is true that the **conscious mind** occupies only a small percentage of the whole, it is no less important because it carries out the following vital tasks:

- *Logic/rationalism*
- *Accepting/rejecting concepts and ideas*
- *Encoding of new knowledge or information*
- *Making decisions*
- *Taking action*
- *Verbal language (spoken word)*
- *Evaluating stimuli, events, situation and people*

*Why do we sometimes struggle to remember things we've just encountered?*

At any given moment, our senses are bombarded with countless stimuli from our surroundings. If we paid close attention to every stimulus, our world won't make much sense because we won't be able to focus on the "big picture" or what is actually taking place in front of us.

This is probably the reason why the conscious mind evolved to handle only a very limited amount of information. How limited?

## The Brain Map: Powerful NLP Concepts

Well, at any one time our conscious mind can only effectively retain **5-10 pieces of information**.

Some extremely focused individuals can focus on 15 or more distinct pieces of information at a time, but these are exceptional cases. Increasing your conscious mind's natural retention capacity requires constant practice over a period of time.

*How does the subconscious mind operate?*

The subconscious mind functions differently from our conscious, waking mind. It doesn't follow all of the "**logical rules**" used by our conscious mind. Instead, it follows its own brand of logic and rules.

The way your subconscious mind operates is heavily influenced by past experiences, memories, emotions, and by the knowledge that you learn throughout the years. Your subconscious mind represents yourself, in the purest and most creative form.

## 10 Essential Facts About Your Subconscious Mind

### 1. Your Subconscious Mind Only Recognizes Positives

Your subconscious mind literally does not have a concept of “can’t” or negatives. When you say, “I don’t want to be late,” that’s your conscious mind reminding you that you need to get to work on time.

However, your subconscious mind reads that message as, “I want to be late.” Here are some more examples that will demonstrate how the subconscious mind understands and translates your conscious thoughts and ideas:

Conscious Mind	Subconscious Mind
<i>I don't want to be poor.</i>	I want to be poor.
<i>I don't like you.</i>	I like you.
<i>I don't want to be fired.</i>	I want to be fired.
<i>I don't want to be like that guy.</i>	I want to be like that guy.
<i>I don't like being angry.</i>	I like being angry.
<i>I don't want to be alone.</i>	I want to be alone.
<i>I don't want to be nervous while driving.</i>	I want to be nervous while driving.

One of the basic lessons in NLP is the use **positive statements** and **positive affirmations** when setting goals.

*What is correct way of setting goals in life?*

You should never set goals in the negative like “I don’t want to be poor” because your subconscious mind understands that statement as “I want to be poor.”

The subconscious mind takes the most powerful concept of any thought or idea that you have and uses it as a guidepost in creating your subconscious map of actions. Statements like, “I want to earn

\$10,000 in a week,” are always better than negative statements like “I don’t want my business to lose \$10,000 a month anymore.”

### 2. Your Subconscious Mind Needs Conscious Leadership

Some practitioners of NLP use **self-hypnosis** to access the subconscious mind more easily. This is done to direct or lead the subconscious mind in the direction that you really want it to go.

Why? Because the subconscious mind is essentially structure-less. In order to benefit from the richness and potential of your subconscious mind, you need to provide some form of structure and meaning that will then guide it in the right direction.

**Leadership** always comes from the conscious, waking mind. You must guide your subconscious mind so that it generates ideas and solutions to the problems that you have analyzed with your conscious mind.

In order for the two parts of your mind to work harmoniously, you need to perform activities that will allow you to connect to your subconscious mind. Self-hypnosis and guided meditation are two of the best ways to accomplish this.

### 3. Your Subconscious Represses Negative Memories

The natural tendency of the subconscious mind is to **repress negative memories** that make you sad, angry or frightened. Repressing is not the same as forgetting.

When your subconscious mind represses a memory with a **strong, negative emotion** attached to it, it does so with a promise that you will encounter the memory again someday so you can *resolve the trapped emotions in the memory*. Our memories represent actual

## The Brain Map: Powerful NLP Concepts

experiences so your subconscious mind finds it necessary for you to resolve negative emotions trapped in these memories.

If your subconscious mind could talk, it would tell you something like:

*“You were embarrassed by your teacher when you were seven. You were very angry and humiliated that you wanted to cry and run home. This memory makes you very angry so I’m going to tuck it away for now. I will make you forget about it in the meantime. But I can’t keep this memory locked away forever. You need to look at it again sometime, because you discarded this memory before fully resolving your emotions when it happened.”*

*Why must we resolve repressed memories?*

**We can liken our memories to small, powerful batteries.**

Memories power your subconscious mind, allowing it to dream, imagine and create amazing ideas that you can then use to solve problems or accomplish things in life. Imagine that all your positive memories are “good batteries” that help power your subconscious system properly.

**Repressed memories** on the other hand are “dead batteries” that steal energy, instead of giving it. Repressed memories often cause you to feel anxious, angry or afraid.

Having too many unresolved negative memories can affect the quality of your thoughts and actions, wherever you may be. Repressed, negative memories often come up to the surface at unexpected times. Your conscious mind suddenly comes face-to-face with ghosts of past experiences, as if the events are happening all over again.

## The Brain Map: Powerful NLP Concepts

You can fix these “dead batteries” in your subconscious mind by **taking control of them** so they can be resolved safely. If you accomplish this, you will no longer feel hurt, sad, angry or afraid when these memories come to the surface in the future.

**Resolved, negative memories** will remain as records of your past experiences, but they will no longer have power over you. You will no longer have to dread coming face to face with negative experiences in your past.

I will show you a **special technique** later that will help you accomplish this easily!

### 4. The Subconscious Mind Needs Nourishment

Your brain needs nourishment in the form of glucose, vitamins and minerals. *Your subconscious mind* on the other hand, requires a different type of nourishment: **new experiences**.

When your subconscious mind doesn't receive enough new experiences within a certain period of time, it begins to misbehave. Boredom is the enemy of the subconscious because without new experiences and stimulation, the subconscious begins seeking nourishment however way it can.

*Why does the subconscious mind misbehave?*

**Boredom** is the main reason why some students and professionals get in trouble at work or at school. Teachers often encounter seemingly intelligent kids getting in trouble because they skip classes and “goof off.”

“Goofing off” is actually the coping mechanism used by these students because their minds were so bored with schoolwork and they cannot take it anymore.

## The Brain Map: Powerful NLP Concepts

The same goes for seemingly mature professionals who suddenly find themselves at odds with their managers or bosses because they play video games too much or they “party hard” during the weekends.

**Most people don't go out of their way to cause trouble.** It just so happens that their minds are unable to find satisfaction and nourishment in the daily stream of common experiences and as a result, it misbehaves to create situations where newer, more exciting experiences can be gained.

*Why does the subconscious mind get us in trouble?*

Comparatively speaking, the subconscious mind actually **behaves like a 5 or 6-year old version of you** while your conscious mind reflects your current mindset.

If you do get in trouble because of what your subconscious mind is feeding into your behavior or beliefs, it does so because it's bored or it lacks your conscious guidance.

**Remember:** the subconscious mind can form things (ideas) but it is essentially formless and directionless without your guidance. Your subconscious mind doesn't “want” to get you in trouble in the truest sense of the word. It simply wants what it wants at the moment and without leadership, *that* can get you in trouble!

*What does the subconscious mind do about potential consequences?*

As for consequences, reward and punishments in the real world, that's up to your conscious mind to analyze. Your conscious mind can always put a stop to what the subconscious mind wants to do.

So unless you have a psychiatric condition that prevents you from making sound, conscious decisions, there is no reason for you not to succeed in controlling your subconscious through conscious leadership.

### 5. Your Subconscious Mind is a Moral Entity

Morality is defined as “lessons that teach us right from wrong; these are derived from stories, memories and experiences.” Every person has his own brand of morality. A small child may tell you that, “getting candy without permission is naughty.” That’s his way of enacting and imposing his morality on others.

*Where does this morality come from?*

Morality is the result of the unique accumulation of knowledge and life experiences of each person. That’s why our moralities can never be truly identical because we don’t have the same experiences.

**Our morality** is formed and conditioned by our unique experiences and is then fermented by our subconscious mind. Our subconscious mind then holds your brand of morality as superior and it will continue to do so until you make the **conscious decision** to alter your morality with new knowledge and new experiences.

*How do our experiences affect our morality?*

**Let me tell you a story about a close friend of mine named Steve.** Steve was an all-around nice guy and we’ve known each other since third grade.

Steve grew up in an upscale neighborhood. He had really nice things when he was a kid and he had the best parents who worked hard at the bank, up until their retirement. On the other side of the spectrum is me: I grew up in an “interesting neighborhood” and I rubbed

## The Brain Map: Powerful NLP Concepts

shoulders daily with the sons and daughters of gardeners, welders, window washers, carpenters, etc.

Let me tell you: it was actually a pleasure to grow up with a variety of people with different behaviors, morals and even cultures! These things made me who I am today and I think exposure to these various individuals early in life shaped my career in language and NLP.

Admittedly, it was a bit rough growing up because we were just ordinary folks and my dad had to work odd jobs to get us going. Now, this friend of mine would always say that we were “like brothers” and that we thought alike in so many ways.

I agree that that this friend of mine was a great companion and we agreed on many things. But what he didn't know was that there were many situations where I felt at odds with what he considered were the right things to do.

For example, he found it unnecessary to tip at restaurants because “it's their job.” I always add a few more dollars before leaving a restaurant or diner because I worked as a waiter after high school and it was tough waiting tables from morning until late evening.

**Our life experiences had a huge and lasting impact on what we considered right and wrong.** This didn't divide us as friends but I always choose my morality over his because I trust my beliefs more than other people's beliefs. Again, that's just how things work for people like you and me.

# Chapter 3: Essential NLP Assumptions

## The Brain Map: Powerful NLP Concepts

**Now that you have learned the basics of the subconscious mind, you're now ready to dive into neuro-linguistic programming. Congratulations!**

*What is the definition of NLP?*

NLP can be defined in a variety of ways because it covers a large territory in theory and in application. The most useful definitions of this discipline can be found below.

### **NLP is...**

- The path to unlimited personal excellence.
- A way to understand how language affects personal human experiences.
- A method of resolving internal and external conflict.
- A way to create blueprints to achieve different kinds of goals.
- A quick & effective path to persuasion and influence.

*What are the components of NLP?*

The components of NLP can be derived from its name: **neuro-linguistic programming**.

**Component 1: Neuro** refers to the body's neurological system and how it transmits sensory inputs from the environment to the brain. Sensory signals are transmitted by our sense organs and the brain is responsible for processing and analyzing this information to create appropriate responses.

## The Brain Map: Powerful NLP Concepts

**Component 2: Linguistic** refers to how we use and live through language. Can you imagine doing or saying anything without using any kind of language? It would be incredibly difficult to accomplish such a feat! Everything we think, say and do revolves around language. We use language to express ourselves and language use *in general* influences how we experience the world around us.

**Component 3: Programming** centers on the personal values, strategies, processes and techniques used by people to analyze and take action. This component of NLP also explores the internal representations people use to make sense of physical reality.

*How can you start learning NLP?*

**The first step** in learning NLP is being familiar with its essential assumptions. Learning about these assumptions will help you understand how people think, communicate and act within the context of neuro-linguistic programming.

### **Assumption 1: Physical Reality is Mentally Mapped**

The main reason why we understand physical reality (i.e. the world) is because we are capable of creating **internal representations** of people, things and events.

*How do we understand the world?*

Our subjective human experiences are defined by how we process and analyze these internal representations or mental images.

It's important that you remember that these mental images do not have a 1:1 relationship with reality. The map that we create in our minds is not the territory itself but rather, an estimate of what we see, hear, feel and touch.

## The Brain Map: Powerful NLP Concepts

The map that we create of reality has its own rules and logic whereas the external objects and events that we encounter have intrinsic properties that can be observed and studied.

### **Assumption 2: Experiences Provide Feedback**

NLP is a feedback-centered discipline because it aims to disarm common concepts that hold people back, like the term “failure.” When a person does not succeed in a goal he has set, you often hear things like “I’m a complete failure.” There is no such thing NLP. When something doesn’t work, what you actually have is feedback, not failure.

*What is feedback?*

**Feedback is the collective term** that refers to everything you can learn from all your experiences, both good and bad.

If you don’t succeed at something, you have two options: accept defeat or use the feedback from the experience to accomplish what you set out to do.

Using feedback also pushes you to look take action in the present and plan for the future. It effectively prevents you from dwelling on past mistakes because your mind will be preoccupied with using feedback to improve your decision-making processes.

The concept of feedback is also used to evaluate the **effectiveness of communication**. Normally, people focus on what they say and their personal intentions. In NLP, these factors are secondary. The more important question is: what is the response or feedback of your subject?

## The Brain Map: Powerful NLP Concepts

If you wish to effectively evaluate your ability to communicate and therefore, persuade and influence, you have to understand that your subject's feedback is more important than presuppositions about what was said and what was intended to be communicated in the first place.

### **Assumption 3: We Communicate More Than We Think**

Humans are probably the most expressive of all the members of the Animal Kingdom.

*How do we communicate?*

Our species as a whole cannot help but communicate. We use three different channels of communication to convey what we presently think and feel: **verbal communication, vocal communication and non-verbal communication.**

According to established studies in anthropology, human communication is roughly divided into the following percentages:

*Vocal communication – 10%*

*Verbal communication – 30%*

*Nonverbal communication – 60%*

Notice that nonverbal communication accounts for more than 50% of what a person is communicating at any one time. This means that even if you are not talking, your body is communicating a ton of information to the other person.

### **Assumption # 4: Human Behavior is Focused on Gain**

Normally, people say and do things because there is something to be gained. Unfortunately, this tendency applies to both productive (positive) and nonproductive (negative) activities. Many nonproductive activities are defined by their **secondary gains**.

A **secondary gain** is a type of personal benefit derived from decisions and actions that are normally seen by others as bad/detrimental. For example, when a young child misbehaves in class to make his classmates laugh, he gets in trouble but at the same time, he feels accepted by others.

### **Assumption # 5: People Are Not Their Behaviors**

Society often brands people as “bad” or even “evil” when they cause trouble. However, NLP presupposes that a person is never essentially bad because his behaviors are the result of a variety of factors.

NLP distinguishes between a person’s actions and his identity as a person. This is important if you want to make changes in your own behavior. You must not define yourself using your past mistakes or current negative behaviors. Instead, you must work hard to externalize the behavior so that you can analyze and rectify it.

# Chapter 4: NLP Techniques

## The Brain Map: Powerful NLP Concepts

*How can you use NLP to achieve goals and make changes in your life?*

**The most valuable use of NLP is its ability to facilitate change in a person's life.**

Change becomes easier and more acceptable because the subconscious mind is always involved in the creation of new ideas, processes and habits.

The conscious mind and subconscious mind are beautifully united when NLP is employed to solve a problem or when it is used to speed up the accomplishment of goals.

The following techniques can be used and taught by anyone who wishes to use NLP concepts and presuppositions to increase their chances of success. Use these techniques to familiarize yourself with the natural process of tapping into your memory and subconscious mind when dealing with any type of problem or goal that you presently have.

### **Technique 1: Guided Daydreaming**

**Daydreaming** is one of the most productive things that you can do within a span of 10 minutes or less. Guided daydreaming is recommended for people who wish to **start planning for the future**.

Your creative subconscious will help you visualize situations and potential outcomes and you can use this creative input when planning.

1. First think of a goal or outcome that you've always wanted. This can be a long-term goal or short-term goal of any nature.

## The Brain Map: Powerful NLP Concepts

2. Ask yourself why accomplishing this goal is so important to you. List down the reasons why you think this goal is worth your time, energy and resources. Place the most important reasons at the top of your list and place less important ones at the bottom.
3. Internalize your list of reasons and as you do so, visualize that you are standing alone in a very bright plane, with only pure light surrounding you.
4. Imagine a tunnel materializing above you, with the blackness of space and the stars high above. Fly into the tunnel and travel to a point in the future where your goal has finally been accomplished.
5. Use your senses to see, feel or even taste and smell the future time that you have travelled to. Experience this future time and enjoy it!
6. Fix yourself in this future point in time and gradually look back at the present time. Allow your subconscious mind to figure out what needs to be done to reach this future place, this wonderful future time.
7. When you're done determining the initial steps needed in order to succeed with this goal, visualize taking flight once again. Return to the present time and gently step out of the daydream.
8. When you are fully back from the daydream, **begin the first step** that your subconscious mind has told you about!

### Technique 2: The Memory Tuner

The Memory Tuner Technique is an easy and effective way to disarm harmful negative memories that have been causing you a lot of pain or anguish. These techniques combines self-hypnosis and guided visualization to access negative memories and face them on your own terms.

1. Find a quiet place to perform this technique. Ideally, you should be alone and seated comfortably on a chair or on the floor. You can close your eyes during the visualization but make sure that you do not fall asleep!
2. Imagine yourself seated in a room with a couch and an old TV set with knobs on it. The knobs on the TV set can be used to change what is shown on the screen.
3. Summon the negative memory that has been causing you a lot of pain or anguish in the past. Sit back on the couch in your visualization and watch the memory play on the TV screen.
4. When you are done watching the memory, I want you to use the knobs on the TV to change what's on the screen.
5. Turn the first knob and make the sound louder or softer. Twist the knob until it becomes easy to change the sound. When you've heard the memory very loudly and very softly, turn the knob all the way to one side and mute the memory completely.
6. Watch the memory again from the couch. Do the people in the memory look funny or absurd because there's no sound? Now approach the TV again and twiddle with the second knob. This time, I want you to tune the movie until the color changes and everything turns into gray.

## The Brain Map: Powerful NLP Concepts

7. Focus on the movie as it is shown in different shades of gray.
8. Make an affirmation: *“This memory has been tuned out and no longer has power over me.”*
9. Now freeze the movie and turn off the TV.
10. Wake up from the visualization, feeling refreshed.

# Become an NLP master and transform your life (and get paid to transform other people’s lives too!)

If you’ve read this far, you’re clearly interested in the idea of NLP to make you a more confident, goal-smashing, happy, productive, likeable person, right?

So why stop now?

What if you could truly master NLP, to take control of your own life and future happiness, with a fully certified, globally recognized NLP training program?

A program that certifies you as a qualified NLP trainer, so you can not only transform your own life, but transform the life of many others around you... and get paid handsomely for it?

Well, now you can, thanks to this professional NLP Practitioner [Training program, open to enrollment here:](#)

## The Brain Map: Powerful NLP Concepts

You don't need any other qualifications or previous experience to become a fully qualified NLP practitioner, but once qualified, you could be earning up to \$1,000 per week with just a few clients!

Or simply learn the secrets to NLP from a real master, to banish your biggest fears, phobias and confidence issues once and for all!

[To find out more, visit: HERE](#)