

PETE CASALE

NLP SECRETS

UPGRADE YOUR MIND
WITH NEURO-LINGUISTIC PROGRAMMING

NLP Secrets: Upgrade Your Mind with Neuro-Linguistic Programming by Pete Casale

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Foreword



Thanks for buying my e-book! This is the culmination of many years of investigation into NLP. I began writing this book when I was 28 years old. Today I am 31 years old, about to turn 32.

Over the years I have discovered myriad websites full of information about NLP. When I first began studying it, I believed it was a true science. Quickly, I realised that a lot of the NLP techniques out there had no scientific basis whatsoever.

I took it upon myself to find only the scientifically sound techniques, understand them, explain them, and apply them. The only techniques you find in this book are the ones that are backed up by the scientific method. Thus my motto:

“If a technique has no scientific basis, or no noticeable effect better than that of a placebo or psychosomatics, then I am not interested.”

This is the NLP secret. Enjoy!

What Is NLP?

NLP, or neuro-linguistic programming, is a school of psychological techniques that effectively communicates with the listener's subconscious or unconscious mind. In modern-day terms, brain-hax.

The end result is that you can communicate / argue / negotiate / persuade people (or yourself) much more effectively. Astoundingly, significantly, suspiciously more effectively!

Neuro: Pertaining to the neurons, or nerves, the brain's communication tool

Linguistic: Pertaining to language

Programming: To configure or set the way something works

What Can NLP Do?

The tagline of this book is "Upgrade Your Mind" which is the best way I can describe the effects of NLP. You can upgrade your mindset, intelligence, memory, senses, appearance, and your communication skills. You can gain the ability to improve, enhance or modify ANY aspect of yourself or someone else.

NLP can be an extremely powerful tool, when used correctly. I have seen Derren Brown, a world-famous mentalist, use NLP techniques to talk a total stranger into giving him their wallet - in 20 seconds flat! NLP can be used on yourself as well as other people, with hundreds of opportunities to do so occurring every day.

A Basic Example of NLP

The most basic example to illustrate this, is if I said to you:

"Don't think of a black cat!"

What's the first picture that came to your head? A black cat. The command "think of a black cat" lay within that short sentence. Of course, before you have a chance to not think of a black cat, your unconscious brain has already put a picture of a black cat up and stuck a DON'T label on it saying "this is the thing to not think about."

Very basic, yes? Everyone knows that. How could that possibly be used to help me communicate?

Okay, how about we use that same lesson, and apply it to another example, slightly more useful. Imagine you've got a 5-year-old son, and he starts trotting towards a busy road. We've established that if we yell to him "Don't walk on the road!" - there is every chance he might take a split second longer than usual to process the full command.

Instead, you'd say to him "Come here right now!" which might make a massive difference if a speeding car is just seconds away.

This is a very basic example of NLP (in fact it is barely classified as NLP, as it just scrapes the surface). Another example of this technique might be when people say to themselves "Okay, don't forget to buy milk on the way home." They are more likely to forget. Instead, they should say "Remember to buy milk when I'm passing the shop." That way, they picture the shop as they say the word, and when they see that picture in real life, ie, they are likely to remember to buy some milk.

(If they wanted to be even more sure to remember the milk, they should say "When I pass the shop, I'll have to be careful because milk will explode out the windows, covering me in cold milk." This imagery invoke senses and emotions into the mnemonic - but that's another subject!)

On a level of 1 to 9, this technique is a 1 in terms of complexity and depth. There are hundreds of tiny tricks we can use in neuro-linguistic programming, as you get higher in the scale you are getting closer to hypnosis.

Part One

NLP Techniques

There are many different NLP techniques that can be used for many different purposes. Each NLP technique can be used by itself or in combination with other NLP techniques to create fresh and effective methods of “getting inside the mind”. In this section we’ll look at eight of the best NLP techniques known to man.



Anchoring



Anchoring is a useful NLP technique for inducing a certain frame of mind or emotion, such as happiness or relaxation. It usually involves a touch, gesture or word as an “anchor”, like a bookmark for a desired emotion, and recall it again later using that same anchor.

How To Use Anchoring

In this example, I need you to remember a time when you were very happy, such as when you won a competition, had your first kiss, or had some really good news. It can be anything you like, as long as it was definitely a very happy moment. In your head, tell me the story of what happened leading up to that happy moment. Be vivid, and describe how it felt. Picture that moment in your head, and recall the feeling.

I want you to hold your left index and middle fingers in your right hand, and gently give your fingers two quick squeezes. As you do the second squeeze, make the picture of the happy moment larger, bringing it closer to you, and imagine the happy feeling multiply in strength.

Describe again how you are feeling. Describe what you were thinking at the time. As you do, squeeze your fingers twice. On that second finger squeeze, the happy feeling doubles, again. The clearer you can imagine the feeling, the better this technique will work. Repeat these steps until you have described then doubled the intensity of the feeling five times in a row.

That’s the first part - laying the anchor. Later we can recall this anchor by using the exact same double-squeeze to recall a sense of happiness.

What is Happening in Our Brains When We Do This?

You are psychologically associating the neural signal of “two squeezes on my left fingers” with “happy”. Therefore it stands to reason that the more times you lay the anchor (as above) and the more clarity you have in the feeling, the better this technique will work. We can combine this with plenty of other NLP techniques to make that feeling more clear and vivid, but for now we’ll make do. This is known as conditioning.

The famous experiment by Russian scientist Ivan Pavlov describes him ringing a bell every time his dogs were fed. The dogs psychologically associated the experience of eating with the sound of the bell. Later on, the dogs would start salivating at the mere ringing of the bell. This is similar to what we are doing when we are using the NLP technique of anchoring.

Examples of When To Use NLP Anchoring

Anchoring is often used in seduction (covered later). The most obvious example is when one party asks the other about a happy memory. When the seductee is “in the memory” - ie they are smiling or laughing - the seductor uses either a distinct gesture or a light touch on the arm as an anchor. Whatever the anchor is, it mustn't be too noticeable, otherwise it will appear unusual and the effect will fail.

Later on, the seductor can use that anchor to make the seductee feel the same kind of happiness as before, when the seductor is getting closer. The seductee will recall a happy feeling, but will now associate that happy feeling with being close to the seductor. It's a bit of a swindle, but it won't work if there is no attraction in the first place.

Personally, I use anchoring as a martial arts coach to improve my students' feeling of reward when they do well. After I spar (fight) with one of my students, we shake hands, every time. However, if my student has been pressed and puts up a good fight, I will add a light punch on the shoulder during the handshake. Sparring can be intense, and is often accompanied by adrenaline, and the associated endorphins (pleasurable feeling).

By using the punch on the arm anchor repeatedly, my students begin to associate it with the pleasure of post-adrenaline endorphins. Using the same NLP idea behind Pavlov's dogs, I can eventually induce those same endorphins, just by doing that light punch. This is very useful when students are nervous / stressed before a tournament fight or grading.

Try it now, or before you go to bed tonight. Squeeze your fingers twice as you did before. It is more difficult to do on yourself, so perhaps try this technique with a willing partner. As with all NLP techniques, practice makes perfect!

Pattern Interruption



Pattern interruption is an effective NLP technique for storing key words into a listener's subconscious mind. This can be combined with other NLP techniques such as anchoring for some excellent party tricks, or to give someone a message that for reasons unknown to them appears very heart-felt or significant.

Pattern interruption works by luring the listener's inner monologue or even their pure subconscious train of thought into a pattern or sequence. When that pattern is established, you then jolt them out of that pattern at a critical moment before the pattern completes. This leaves the listener's subconscious mind waiting for the next part of the pattern to occur, while their conscious mind is distracted.

So What Exactly is Pattern Interruption?

Let's use an analogy. Say you had an old man who has a pet dog to do all his actions for him. The old man represents our conscious mind and the dog represents the unconscious mind. The man (conscious) makes the decisions, and the dog (subconscious) performs various necessary actions for that man.

Step one. We ask the old man for a sandwich. The man then asks his dog to go get some bread, slice some cheese, put it on a plate, and bring to me.

Follow me so far?

Step two. We ask the old man for another sandwich. The man then gives his dog the same sequence of commands. The dog gets the bread, slices the cheese, puts it on the plate, and SLAP! We slap the man in the face and ask him to do a dance. Before the dog has been given the final command for the sandwich (bring to me) the pattern has been interrupted and new commands given.

The old man (conscious mind) being far less clever than the dog (unconscious mind) has forgotten all about that final stage of the sandwich pending. But the dog has not forgotten. The dog cannot speak to the man, but is thinking "what about the command 'bring it to me' which I still haven't done yet?" The dog will keep thinking of this last command for quite awhile.

Step three. If I'm mean, I can ask the old man to give me his wallet. The man might ask his dog "hey dog, I'm thinking about giving you a command to bring my wallet to me. I'm not sure, is "bring it to me" something you would normally do?"

The dog might say “well yes, I’ve been waiting to a command like that.” And the dog will bring me the wallet.

This is a very crude example of pattern interruption. This exact example obviously won’t work, but the NLP technique itself is very potent. As I mentioned earlier, pattern interruption is how Derren Brown talked complete strangers into giving him their wallets in 20 seconds flat. He did combine it with a few other NLP techniques, but pattern interruption played a crucial role.

Swish



Swish, also known as Swish Pattern, is an NLP technique that is very useful for replacing an unfavourable emotion or behaviour with a more useful one. With a little bit of creativity, Swish can be used to do a lot of useful things, such as make going to the gym more fun or making foods that are good for you taste better.

Think of Swish as a neuro-linguistic programming version of your computer's "copy and paste" function. On your computer, you have some text, you copy them, and paste them somewhere else. With Swish, you can take part of a memory or neurological tag and paste it over the tag of a different memory.

So What is The Swish Technique?

Let's try to explain Swish in a more interesting way. Every memory has emotions attached to it. Some emotions are good (good memories) and some are bad (bad memories). Let's do a role play to show you how Swish can be used to "edit" your emotional tags.

You're a teenager, and you just moved house, and tomorrow is your first day at your new school. You don't know anyone there. How do you feel? You might feel nervous, anxious or worried. Yet you know that by feeling this way, you'll come across this way to others and make it more likely that you'll be alienated. It's a vicious cycle.

You associate "anxiety" with the condition "first day at a new school". It would be better if you associated "excitement" instead. So we can use Swish technique to make that happen.

First up, you take a memory that is associated with excitement - such as anticipation of going to a theme park or a party with friends. Concentrate on how you feel, thinking about what might happen, all the promise of adventure - now picture that situation in your mind and SWISH! Quickly swap that picture with the picture of going to school tomorrow. Then, before any feeling of anxiety starts to form, SWISH! Swap the picture back to the good memory.

The idea is to keep remembering how excited you felt, and hold onto that feeling. Whilst maintaining the positive emotion, "swish" back and forth quickly between the two pictures.

What's happening in the brain during Swish? The following dialog should help:

CONSCIOUS: Recall the good memory, please.

SUBCONSCIOUS: Okay - we've just been given an order to recall the good memory. Let me see... here it is! Okay. Here is the memory, and here are the good feelings associated with it.

CONSCIOUS: Thanks. Concentrate on that feeling.

SUBCONSCIOUS: Affirmative. I'm strengthening that good feeling. I'll have the brain release a very mild amount of endorphins as well.

CONSCIOUS: Now recall the bad memory, please.

SUBCONSCIOUS: Yes sir, here is the bad memory, this is what it looks like. Now actually, the feelings associated with this memory are different, I'll just look them up...

CONSCIOUS: SWISH! Back to the good memory!

SUBCONSCIOUS: Oh! I hadn't finished collecting that last memory's feelings. No matter. Back to the good memory. Still good feelings.

CONSCIOUS: Yes, concentrate on those good feelings. Now, recall the bad memory again.

SUBCONSCIOUS: Affirmative. Okay now the last time I brought up the bad memory, we had good feelings...

CONSCIOUS: Yes! Keep those good feelings!

SUBCONSCIOUS: Hmm... I'm not sure. I'll double check that bad memory for feelings...

CONSCIOUS: No you don't! SWISH! Good memory again! How do I feel?

SUBCONSCIOUS: Good memory is here, again. Good feelings, of course.

CONSCIOUS: SWISH! Back to the bad memory. How do I feel?

SUBCONSCIOUS: Again, the last 2 times we had the bad memory, there were good feelings. But let me check...

CONSCIOUS: SWISH! Good memory, just tell me how I feel...

SUBCONSCIOUS: Good feeling.

CONSCIOUS: SWISH! How do I feel?

SUBCONSCIOUS: Good feeling...

CONSCIOUS: SWISH!

SUBCONSCIOUS: Good feeling...

CONSCIOUS: SWISH! SWISH! SWISH-SWISH!

SUBCONSCIOUS: Good, good, good...

CONSCIOUS: Now, please recall the bad memory and confirm, how do I feel about it?

SUBCONSCIOUS: Like I say, good.

CONSCIOUS: Heh, heh, heh. Sucker.

Loop Break



Loop Break is an experimental NLP technique that allows you to consciously change or stop an unconscious process. It works by breaking a looping process that your body uses naturally to enter various higher alpha brain states such as anxiety, fear, anger, rage and stress.

Why Would I Use NLP Loop Break?

You would use NLP loop break to better control your own behaviour, and with practise you can induce a loop break in someone else to help them control their own behaviour. It is a very simple NLP technique - and simplicity is often best.

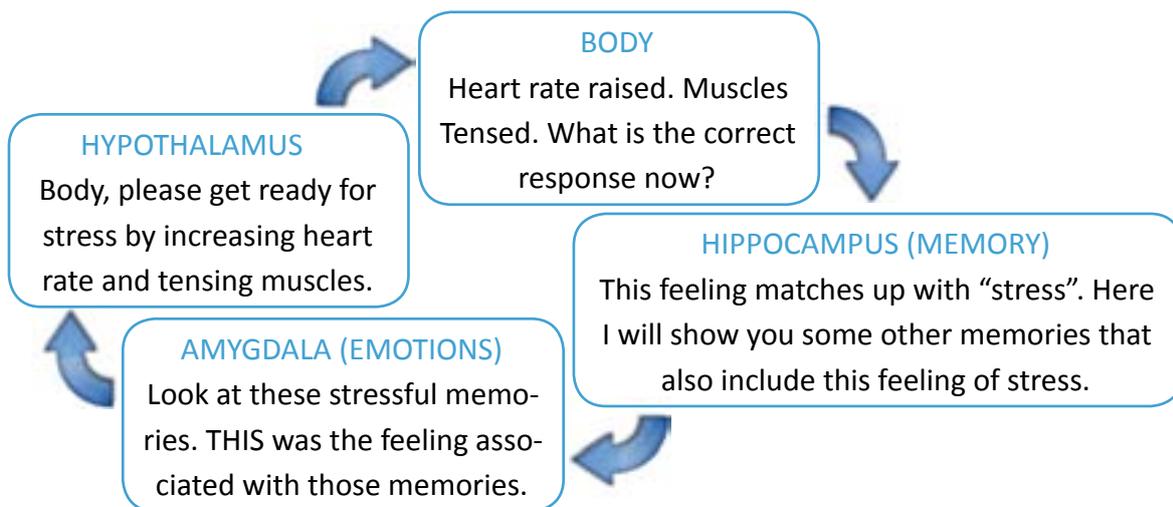
When someone is about to experience anger, they usually need a trigger. Put yourself in this scenario. Imagine you are driving in a car to work or an important meeting. You are already late, and the journey is long. You're already feeling quite stressed. Then, at the traffic lights, someone rear-ends your car. Even the Dali Llama would become angry at this point.

It might feel good to get out and yell at the guy who crashed into you. But it may escalate things, and it certainly isn't productive. The most efficient action is to quickly get his licence plate and insurance details, then be on your way. However, due to all the anger that is boiling in our brains, we may not think of that straight away. The anger and stress ruins our cognitive ability, and we can end up in a pointless argument or even in a fight.

What is Happening in Our Brains During Highly Emotional States Like This?

The reason we get quickly get more and more emotion is there is a loop occurring between our amygdala (region of the brain responsible for emotion), our memory and our body, which is bypassing our frontal lobes which is the region of the brain responsible for moderating our behaviour.

See the diagram on the next page.



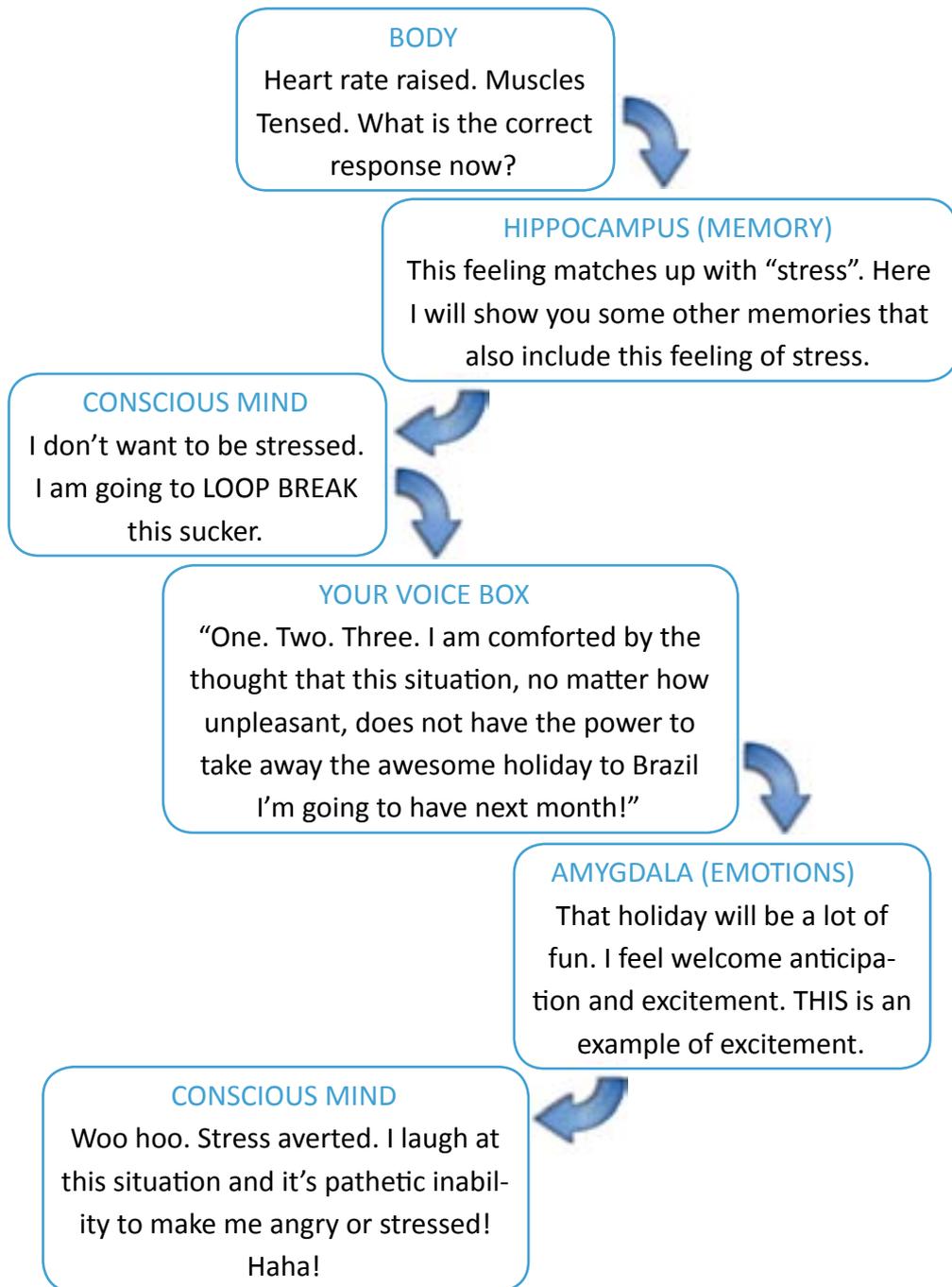
How Do I Use NLP Loop Break?

Have you ever heard anyone say "count to ten before you reply in anger"? This is a form of NLP Loop Break at work.

Simply put, you need to start up your frontal cortex to moderate your behaviour. This can be done by consciously force-starting a different emotion or bodily response. In a situation of stress, this can be done by counting to ten, or even better, having a pre-prepared "comfort thought" to remind yourself it's not really a big deal.

For example, you might have a good weekend coming up, or you might have a nice wife or pet dog or anything that is a comfort. Once you have your comfort thought, a further good response is to be able to start laughing "at the situation" even jeering it for not being able to spoil your life. This makes you more powerful than the stressful situation.

Here's a visual example of Loop Break to break a stressful situation:



Framing



Framing is one of those NLP techniques that fits in well with other NLP techniques. The framing technique itself is a type of emotional amplifier or de-amplifier, which works by rebuilding (or could be perhaps considered correcting) links in your limbic system between your amygdala and your hippocampus.

What makes the framing NLP technique most affective is its simplicity and ability to be applied easily in conjunction with other NLP techniques. Before I explain exactly how to do framing, it is best if you can understand its importance and applications before you go into it.

We learn lessons in life from bad memories, and good memories. In effect, memories can be bad or good, but in reality memories are emotionless “highlight reels” of past events. No, that’s not a typo, I do mean emotionless.

Before you rage and throw your Kindle away in anger, please consider this - memories and emotions are clearly stored / produced by different parts of the brain. Given that those two parts of the brain are right next to each other, but they are still separate parts of the brain. The hippocampus stores and produces your memories, and your amygdala is responsible for your emotions.

Exercise: Right now, recall a memory that has negative emotions attached. Nothing traumatic! Use something like failing a test or an unsuccessful interview. Got one? Good. Read on.

What Just Happened?

Without going into too much detail, your frontal lobe (prefrontal cortex) and thalamus interacted with your hippocampus and the rest of the limbic system to discover a suitable negative memory.

The Hippocampus (responsible for storage and retrieval of long-term memories) has just brought up a picture, perhaps a few sounds, or short video snippets (I call it a highlight reel) to represent that memory.

The Amygdala (responsible for emotions) has judged the memory as fresh. Memories of emotions contained within that memory are judged and everything is linked to the amygdala where you will receive a quick “reminder” of how those emotions feel. In this case, it will be negative.

See what I’m getting at? Of course you do, because you’re clever. I don’t know who it was or when it was, but someone discovered this super-handly fact:

Since the emotions are not stored in a memory, they are merely referenced; so it must be possible to edit the emotions associated with a memory!

Framing! The NLP Technique That Edits Your Emotional Response To a Memory

This example is for “negative framing” - which is usually applied to negative memories. It is called negative framing because it works to reduce (negate) the emotions associated with a memory.

The example will use a memory of a bad interview. You know, that interviews that you tried really hard for, but you get stuck in traffic, you arrived 10 minutes late, and the interviewer seemed to think you’d been intimate with his mother. If you haven’t had a bad interview before, you can pick another memory with negative emotions attached.

Step one: Take the memory and reduce the highlight reel to a single snapshot that represents that memory. This strange-looking character will represent my negative interview memory:



Now go ahead and step back from the memory of your bad interview. So if you are looking at the memory through your own eyes, step back so you can see yourself, in the situation. If you already used a third person perspective, take a further step back so you are slightly further away than before:





So now you can see yourself, in a single snapshot that represents our bad interview. Now make the picture black and white. Make it a little bit blurry or out of focus, like a very old photo. You can make it a sepia tone if you like:



Now for the namesake - put a frame around it. It can be any kind of frame, from an old fashioned heavy frame to a modern stainless steel frame. Stylise the picture a little bit to suit the frame. For example, see the canvas texture below a painting, or notice the shine from the glass cover:



Now put that frame on the wall, in an art gallery, or in a restaurant, anywhere you want. Try different lighting on the painting. Watch other people look at the painting, then move on:

Now, how does the situation feel? Is it still as stressful? The feelings should have dampened noticeably. Try again, repeat this process and it should further reduce the effect.

Effectively what is happening is our minds are treating the memory more like “just a picture.” It helps detach us emotionally from a memory, and by way of NLP tricks our brain into dampening any links to the emotions the memory may refer to.

Try NLP framing technique on someone else. Just read out the steps above and ask them afterwards how they feel about the emotion. Next we’ll look at how framing can be used in an interesting way to achieve an entirely different result, in the NLP technique positive framing.

Positive Framing

Positive framing is the same NLP process as negative framing, just it goes the other way round. So instead of being a normal memory moving into a dulled, framed memory, you can take a normal memory and amplify it into a strong, vivid memory.

Why would anyone want to do that? There are several reasons that I can think of for now:

1. You may have a very nice memory of someone or something that you want to amplify.
2. You may have an uncertain memory of a person, so you could use positive framing to investigate your feelings about that person.

3. You may want to use a feeling you associate with a certain memory (such as the feeling of achievement associated with accomplishing a goal) that you want to harness and use with other NLP techniques, or use it as a trigger.

We'll do a simple exercise to explain positive framing. In this example, we're going to get ready for a job interview. Perhaps you aren't very confident when it comes to interviews, and you want to use positive framing get yourself into a more positive frame of mind - aha! See what I did there? Mildly clever wordplay is just one of the many benefits this book has to offer.

First of all, just picture yourself in a plain, empty room. Look at the picture of yourself. Don't force it to a certain setting, just ask yourself this:

What do other people see when they look at me?

That's the picture we want! What can you see? Which way are you facing? What are you doing? What are you wearing? Don't let it change based on these questions - just observe for now.

Now keep that picture of yourself, and now your pictured self has just been given the news that they got the job they wanted, AND they are getting paid twice as much as they thought! Watch your pictured self react to this news - in terms of body posture. Imagine the job being even better than expected, and watch yourself feel really proud and happy. See your neck perk and eyes light up!

Now put your pictured self in your job interview clothes. Ready to go for the interview, and already knowing that the job is a sure thing. Look how confident and excited you look, and double and triple that feeling.

Now bring vivid colours into the picture - feel the temperature of the room and the feeling of the clothes against your skin. Imagine the smell as if you've just brushed your teeth, a fresh, ready-to-go smell. Hear your own calm, confident breathing. Increase the size of the picture, so it's even closer. Notice how the excited, confident feeling increases as you widen the frame.

Now increase the picture even further, like a 90-foot LCD screen at point blank. Have your pictured self step out of the picture towards you and as this happens, sink yourself into the photo so that you are looking through your pictured self's eyes. Notice the feelings of excitement, pride and confidence beam and hum with intensity, as you look through your supercharged eyes. Take this feeling and use it. Focus on this feeling. Take as long as you need to realise that this "supercharged you" is you. It's not an imagined version of yourself, it actually is you. This is your self image, and it is all you need to be exactly the way you want to be. Your self image is immensely powerful, and you have 100% power over it. Use this as often as possible. This NLP technique never diminishes, it only gets stronger and faster and more brilliant with practice.

Positive framing is certainly one of the most powerful amplifier techniques NLP has to offer. This can be used to amplify any emotion and get your anchors and swish patterns really humming! For an example, I use framing with swish and anchors in the NLP phobia cure for the fear of flying, discussed later. Of course, you can modify it to work with most phobias - even the fear of job interviews!

The Meta Model



The Meta Model is a therapeutic technique you can use to help understand other people's problems or help them understand their own problems better. Literally, the Meta Model means to deconstruct what someone is saying so you can find the underlying cause of the problem.

It is often the case, that when someone has a problem, they subconsciously already know what the solution is. It is also often the case that they do not like the obvious solution, so they keep stirring the problem in hopes that a new, better solution will come up. This is very common in relationship problems. The Meta Model is designed

to deconstruct the way someone words their problem, to get to the bottom of it. For example:

Jim: Bro, my girlfriend can be SO annoying sometimes!

Basic Response: Why, what's she doing?

This response (perhaps incorrectly) assumes the girlfriend is doing something specific to annoy Jim. To get into the Meta Model, the response must make as few assumptions as possible.

Jim: Bro, my girlfriend can be SO annoying sometimes!

Meta Response: What exactly is happening when you find yourself feeling the most annoyed?

Deep Structure and Surface Structure

The reason we must make as few assumptions as possible, is that communication is not a clear-cut procedure. When we communicate, it stems from various prompts such as emotions and memories (deep structure), and sent through a web of cognitive processes before it leaves the speaker's mouth (surface structure). Therefore it stands to reason that it is not easy to 100% effectively communicate the exact message we want to convey.

For example, if I was talking to a friend who I feel is being unreasonable about paying for his share of a meal, and I want communicate it:

1. My amygdala registers a feeling of unfairness and mild negativity.
2. My thalamus notices this emotion, matches it with (blames it on) the current situation, sends it to the hypothalamus for processing.

3. The hypothalamus now bounces these emotions between the prefrontal cortex (which makes us conscious of the emotion), the hippocampus (to match it up with past memories of this particular friend and other instances of this situation), and the frontal lobes (which make decisions on how to act). This produces a snowball effect until I have either decided to take action or leave it.
4. When the prefrontal cortex has decided that it will take action (ie - I have decided I will say something to my friend) the frontal lobes produce myriad synaptic connections to decide specifically how to act, until I decide to say something in a joking manner, hoping my friend will take the hint.
5. This command is sent to the temporal lobes which construct a draft sentence which bounces back and forth between the limbic system and frontal lobes until I have a suitable sentence.
6. The temporal lobes will send messages to the brainstem by way of the basal ganglia to get the body to actually grin and say the words "Next time, I'M going to order a lobster you cheap-ass SOB! Haha!"
7. I'll now watch for his body language and response to register how effective my communication was.

You can see that although I got a little carried away there, I have written this in a very basic way. In reality there were millions upon millions of neurons firing to create that one little sentence. So you can see how easy it is to miscommunicate, and how difficult a task our brain has to interpret these deep-set emotions (deep structure) into verbal communication (surface structure).

So the key to the Meta Model is trying to deconstruct what the person is saying until we can really start getting into the deep structure.

Presuppositions



Although presuppositions are covered by the classic NLP syllabus, it is often misunderstood. It's a simple building block of the Meta Model - but because of its use in hypnosis and suggestion I think the humble presupposition deserves its own little chapter.

What Is A Presupposition?

A presupposition is a structure of language that makes unverballed assumptions.

For example, I could say to you "I'm not going to Burger King again!" which would make the presupposition that I had been to Burger King before.

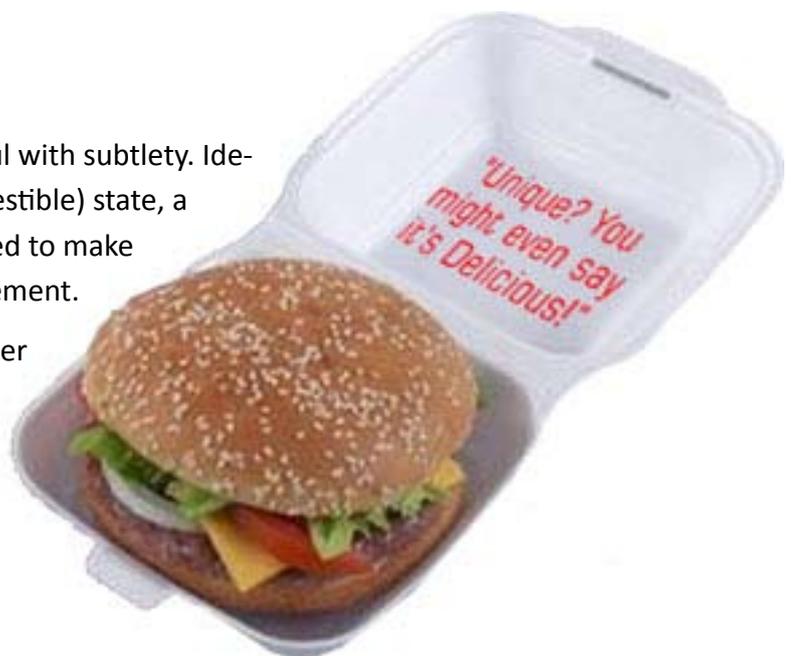
A devious barrister in a courtroom might ask a man "have you stopped beating your wife?" to give the presupposition that the man used to (or still does) beat his wife. These are obvious presuppositions and are only really worth mentioning quickly to show an example of what a presupposition is.

Increasingly often you can hear people saying things like "I know MY religion is right! Why? Because I feel it in my heart!" The subtle presupposition here is the word "why" which is intended to fill in for us. By skipping over it quickly, we are prone to accept that we were probably going to ask "why" ourselves. In fact, we did not ask why, and this kind of subtle presupposition is made very useful for people who want to steer our conversations in a particular direction.

Presuppositions + Subtlety = Power

A presupposition gets much more powerful with subtlety. Ideally, when someone is in a confused (suggestible) state, a cleverly-worded presupposition can be used to make the person believe your presupposed statement.

I saw a good example of this in the container of a McDonald's burger the other day. On the inside of the box, under the lid, was printed the following statement in large, red lettering: "Unique? You might even say it's delicious!"



This suggestion, which you will read probably about the exact time you take your first bite of the mass-produced burger, is that the burger is delicious.

But the statement also makes two devious presuppositions:

Firstly by saying “Unique?” they are presupposing that the statement has been made that the burger is unique, and they are answering your statement.

Secondly, they are presupposing that YOU made that statement by saying “You might even say it’s delicious!” In fact, I did not state that the burger was unique (it certainly isn’t) nor do I believe it is therefore delicious. It is simply a mild form of hypnosis in an attempt to drive future sales.

Presuppositions in Hypnosis

Presuppositions are the foundation of hypnosis induction. NLP master Derren Brown advises that the best method of hypnosis induction is a rapid series of presuppositions. The format of choice is “As and So” - which is a template that can be applied to anything that is happening and turn it into evidence that the hypnotic state is increasing. For example:

“As you sit there in your seat you feel more relaxed, so too you notice your eyelids becoming heavier. And as your eyes become heavier and heavier, so too they become harder and harder to keep open.”

Each of these statements take a truth (you are sitting in your seat) so you are bound to feel relaxed, and the statement presupposes that when you feel more relaxed you also feel your eyelids becoming heavier. And because you are feeling more relaxed, you automatically accept that your eyelids must be getting heavier. And so it happens. Although these presuppositions are stated only slightly deviated from the truth, they become very powerful suggestions that are increasingly easy to follow.

Presuppositions in Conversation

Let’s imagine you’re talking to a friend, having a pleasant conversation. And now, a third person comes along who you know to be fairly abrasive. What do you say to get them to leave, without seeming to be rude or inviting a confrontation? Think about it, what kind of thing would you say?

A lot of us will end up saying - and I’m sure we’ve all done this a few times before - something along the lines of “Well it was good seeing you again, I’ll see you at the next one I’m sure, haha?” then hold out your hand for them to shake it goodbye. More than likely, you’ll add some body language signals by standing next to your friend and facing in the same direction as them.

When you put it straight out there, it’s quite obviously a presupposition that they are moving along, and you’re saying goodbye. Quite often, the intruder will want to mirror your politeness and go along with your presupposition, then wander away feeling mysteriously like they’ve been kicked out of something, but probably won’t be able to put their finger on it.

Okay! Maybe my example is a bit rough around the edges but I’m sure I’ve made my point - presuppositions are powerfully subtle suggestion tools. In fact, most of us already use them daily, but maybe don’t realise they are called presuppositions.

Mirroring



Mirroring is one of the (if not the) most useful NLP techniques there are. If someone is very good at mirroring, it is very difficult to dislike them.

Mirroring, while considered part of the NLP syllabus, has been used innately by people throughout history. Even chimps (our genetic ancestors) use mirroring within their groups. This begs the question, why do I need to write about mirroring, if it's so natural? Because just like any other skill you can name, there are vastly different levels of ability, and you can get much better by practicing.

Mirroring is simply the process of mimicking subtle behaviours with whoever we are communicating. Before you go and start mimicking someone's every word, be aware that mirroring must be subtle as to appear to be unconscious! This is the difference between a good conversation and a punch or slap.

Mirroring can be achieved by copying any of these things:

- Speech patterns
- Body language
- Vocabulary style or specific choices of words
- Pace, tempo, pitch, tone, volume

Some say that accents can be mirrored, but I don't think this is true. If you mimic somebody's accent, it is immediately raised to conscious levels and stops being conducive to good communication and rapport.

Why Are So Many People Afraid of Spiders?

Just while we're on the subject, spiders are often the subject of phobias. The most sound theory of reasoning states that this is because spiders are so unusual compared to ourselves. Snakes, octopodes and other creatures that are so different from ourselves are often the subject of fear. Yes, an octopus is a scary thing, I do declare! If you turned around and there was a big purple octopus between you and the door, would you pick it up and move it out of the way, or would you prefer someone else did that for you? I digress, sorry.

The point is, the more different something / someone is from ourselves, the more we fear it. This goes for anything - cultures, races, religions, species, it doesn't matter. This is why mirroring is so effective, it is the art of making yourself more similar to your chosen person. On an unconscious level, this builds trust and rapport.



Positive Reinforcement vs Mirroring

A favourite author of mine, Professor Richard Wiseman, carried out a study which involved waiters using mirroring and matched it against waiters using positive reinforcement. The results were quite stunning.

The waiters were told to take orders from their tables, with one group of waiters using positive reinforcement ("sure, no problem, great") in response to each order. The other group of waiters were told to mirror their customers simply by repeating their orders back to them.

The waiters who used the mirroring got a staggering 70% larger average tip than those who used positive reinforcement.

NLP and Mirroring

The classic NLP take on mirroring is to determine (by listening to someone's language patterns) whether they are talking in a state that is visual, audial, or kinaesthetic:

State Primary sense Language patterns

Visual Sight I see / It looks good

Audial Hearing Sounds good / That rings a bell

Kinaesthetic Feeling That doesn't feel right / I can't put my finger on it

These are not set-in-stone guidelines, however. Sometimes we use words of a certain state just because we're used to hearing them ourselves. If you can modify your own language to be the same as the person you are talking to, this can go a long way towards building rapport and trust.

For example, if you can determine that someone is a visual person, you would be better off describing how something looks rather than how something sounds.

Try the NLP Mirroring Quiz

Find out how good you are at building rapport through mirroring! This 3-minute quiz is a light-hearted approach designed to help you remember some of the basic rules of mirroring.

Go to <http://www.nlp-secrets.com/nlp-technique-mirroring.php> to take the test!

How to Hypnotise Someone



Hypnosis is not what many people think it is. A hypnotic trance is not a brain-dead, obey-all zombification during which you are completely unaware of your surroundings. Hypnosis does not usually induce a deep catatonic state, although with enough patience and the right subject, it can create an analogue of catatonia.

When someone is on a stage pretending to eat their own shoe or be chased by a wildgoat, they are aware they are on a stage. Likewise if they are in a hypnotherapist's office being asked to picture themselves as a child, they know they are only picturing it. They will not confuse it with reality, thinking they are actually a child. They may

feel like the child, and act like the child, but they will know they have been hypnotized and are sitting on a hypnotherapist's couch.

Hypnosis is best thought of as a special state of mind which is very relaxed, mindful, and above all, suggestible. When you are in a state of hypnosis or hypnotic trance, you have a strong sense of ability to control your own brain, which is why it marries up with NLP so closely.

The Rules of Hypnosis

These rules are adapted from Derren Brown's excellent guidelines to hypnosis. As one of the greatest hypnosis experts alive today, Derren is a great role model to follow and I feel it necessary to point these rules out:

1. Do not try to hypnotize anyone who is clearly disturbed or has epilepsy. Same goes with a history of mental illness. Just don't.
2. Do not attempt to make subconscious "changes" or suggestions. If you don't know what you're doing, look but don't touch.
3. Leave out theatrics. Don't try to become invisible or get your inductee to eat an onion and think it's an apple. Don't play tricks on your inductee, unless you're experienced in which case you don't need this guide.
4. Everything you do contributes to the hypnosis. Your inductee will be hypersensitive to his surroundings. If you or others appear flustered in the face of an unexpected response, then your inductee might begin panicking. Avoid this.

5. At the end, always make sure the person is completely free from any belief he may still be hypnotised. If he thinks he is half under, he will be. Take your time bringing them out of the trance.
6. Take it slowly, and only in a controlled, safe, environment. No time pressures.
7. Treat it as a relaxation tool, not an entertainment tool.

Settings for Hypnosis

Your subject should be in a comfortable, reclined position. This could be a comfortable armchair, couch, or some beanbags on the floor. The subject needs to be someone who trusts you; hypnosis simply will not work on someone who does not trust their hypnotizer. Finally, make sure there are no expected guests or interruptions. Switch phones off.

Priming for Hypnosis

Quickly, in the next two seconds, try to eat whatever you can find, no not that! Jeez! Is it true that French houses have more ceilings than they have floors? Bang, you're now in a suggestible state.

Confusion is a wonderful catalyst for suggestion, so before we hypnotise our subject, we need to confuse them or shock them a little bit. This confusion and shock will scramble the brain and render them more suggestible. More specifically, the subject's prefrontal cortex becomes too occupied with trying to comprehend the confusing message and reason with the shock to filter out the suggestions as "optional". The suggestions will go straight to the subconscious, where they will be followed.

The shock does not have to be severe - all you need to do is to look your subject in the eye and touch them lightly on the arm as you tell them your slightly confusing message. It is also good to lean a little bit too close while you do your priming. I use a mixture of bad grammar, keywords and reassuring suggestions.

All hypnosis can be remembered clearly afterwards, safe just like normal memories they will be easy to recall. You'll imagine yourself in your mind's eye and it will get vivid. You will be able to exit the hypnosis any time you want, but you probably won't want to because it's quite fun. You'll see the relax and vivid pictures in your imagination but you don't worry about that now! If I say something you don't understand, just relax and go with the flow. I will bring you back in about half an hour, so treat it as a relaxation tool and sink into your seat. It's quite a good time to just fire up your imagination, so let's start.

How to Induce Hypnosis

Here is a quick script you can read to your subject. It basically goes over the induction, you should modify it to suit your subject and your surroundings. Read in a calm, clear voice.

Sit back and relax. Place your hands comfortably at your sides.

Allow my words to just wash over you as suggestions are placed you find yourself following them. Everything here is safe and peaceful and as you feel your body becoming more and more relaxed you find you can shift your relaxation to your eyes.

With your eyes alone, gently look upwards and as you notice your eyelids feeling slightly heavier, you allow your body to sink down comfortably into the chair.

As your eyes slowly grow heavier, you can allow them to close. As you breathe, let your body numb and relax deeper into the chair. As you feel your body relaxing, so it becomes more numb and eventually the comfortable relaxation drifts up into your shoulders. As you feel your legs wanting to let go, let them go deep and relaxed into the chair, and your feet deflate deep into the floor.

The relaxation makes its way up your neck and as it does, a peaceful, warm electricity shoots tingles down into your armpits and shoots down your arms into your fingers, as if warm sparks are dancing on the tips of your fingers.

Allow the relaxed state to climb further up your neck and into your head, getting closer and closer to the very centre of your consciousness. Allow your mind to go sleepier and sleepier until you are perfectly relaxed.

In your mind's eye, imagine you're standing at the top of a staircase of ten stairs, with a door at the bottom of it. As we count down from ten, with each count you'll take a step and become more and more relaxed, blissfully deeper and deeper into this trance, ten.

As you feel your body becoming more and more relaxed you step down again, nine. Because your body is feeling so relaxed right now it is almost impossible to perceive, eight.

As you begin to notice that your body is almost completely numb, you can now forget about your body and step down seven. Deeper and deeper into the relaxed, peaceful, comfortable state, six.

The stairway becomes more and more vivid as you become more relaxed, five. As you descend your inner staircase, you start to notice how the stairs may feel against your feet, four.

Deeper and deeper into this relaxed, super-comfortable trance, three. More and more comfortable, more and more relaxed, two. Relaxed peaceful trance, one.

Open the door and your body goes to SLEEP and your mind wakes up.

During Hypnosis

- Use positive words and sentence structure.
- Avoid using negative words, so rather than saying “You can’t feel your legs” say “Your legs are numb”.
- If the person gets uncomfortable, ask them if they want to wake up out of the trance. If they do not answer, take them out of their trance.
- If a person is unresponsive to leaving the trance, touch them on the arm as you give a command. If you touch their arm as you say anything, it will add gravity to your statement.

Leaving the Hypnotic State

It is very simple to get someone out of a hypnotic trance:

Now it’s time to come back. Return to the door with the stairs. You’re going to walk back up the ten stairs back into normality.

When you wake you will feel very refreshed from having been in such a relaxed state. One, you start feeling your body again. Two, starting to wake up now. Three, energy is rushing into your muscles.

Four, you are feeling rejuvenated. Five, more energy, six, waking up now. Seven, you’re feeling so refreshed you’ll just run up the last three steps eight nine ten wide awake!

It is a good idea to ask your subject for feedback so you can make improvements to your own hypnosis skill. The more times you hypnotise someone, the better you get. Don’t worry if you can’t get it to work on your first try. Keep working at it and soon you’ll be able to get the hang of what works and what doesn’t.

Part Two

NLP Applications

NLP has countless applications in everyday life. We'll look at some of the most popular applications here - the art of seduction, improving confidence, building rapport, detecting lies, curing phobias, losing weight and quitting smoking. Once you understand the principles, feel free to apply the techniques you've learned to other situations that have importance in your life.



Seduction Using NLP

Seduction is an entire art on its own. If you have a thorough understanding of NLP, seduction is a straightforward process. Some suggest that using NLP for seduction is unethical, and that we shouldn't use "mind control" for seduction, but I strongly disagree. Everyone who attempts seduction is using some form of mind control whether they know it or not. Buying flowers, wearing cologne, and even having dinner with someone has far deeper psychological connections than you may expect, and are all forms of mind control.

What? Am I suggesting that something as simple as a man buying flowers for a woman is a form of mind control? Yes, I am, and I'll tell you why. It's not just the fact that the woman is associating "being presented with flowers" with the arrival of the man. She is associating the pleasant smell of the rose with the man. Unlike most senses, smell goes directly to our limbic system which stores memory and is the seat of emotions. The man is essentially saying "Here's a rose, BANG, now when you remember me, you remember a PLEASANT SMELL and the emotion of being PLEASED by that smell." You don't think it consciously. But your subconscious is 100% aware of that association.

What's more, the unethical argument falls flat on the basis that if someone has already made up their mind about you, it's extremely difficult to turn them around. For example, you cannot get someone who rates you as a "1" to rate you as a "10" just with some clever NLP. You cannot make a woman who hates you suddenly take off all her clothes and ravage you with NLP. Not even hypnosis can do that. But you can turn someone from a "4" to a "7", or from an "I'm not so sure" to a "yes please!" Make sense?

The NLP Seduction Process

I am going to write about the entire NLP seduction process from start to finish. For sake of argument, I'm going to write from the perspective of a man trying to seduce a woman - although everything works both ways! When there are fundamental differences between the mind of a man and a woman, I will explain. But essentially, everyone thinks exactly the same way, because our brains are pretty much identical.

Where To Meet



The best place to meet someone is a nightclub. Just kidding!

While a nightclub is a viable place to meet people for romantic encounters or sex, it's far from ideal if you're looking for a long term affair. In this case, you should use your entire life to meet new people. The more things you go out and do, the more people you have the opportunity to talk to. The more people you talk to, the more people you meet.

That's hardly something you didn't already know, right? You want to find the ideal place that you can go to meet people for potential relationships? Anywhere, of course! Supermarket, cafes, on the street, on the beach, at concerts, parties, on the bus, at work, anywhere! It really depends on your lifestyle. You may not think these are places people like to be approached, because it's not expected at these places. But what if you look at it from the other perspective - where do YOU go specifically to be approached? Nowhere! You do things in your life, and if someone happens to start talking to you, it's an opening to a new relationship. So it stands to reason that the more things you're doing, the more opportunities open up.

NLP Seduction: Rule # 1

Do more non-solitary activities in your life!

Here is a list of ideas for places to meet new people:

- Join a mixed-teams social sports team
- Start talking to new people at work
- Re-ignite some of your old friendships
- Go to the beach with a friend and start up a volleyball game with strangers
- Talk to people while waiting to be served at shops or on the train

Meeting People: Friends Come First

You don't necessarily want to meet new people for a relationship - you want to make new friends. Friends are the key, which I cannot emphasise enough.

By having many friends, you get invited to more social occasions. It is much easier to talk to a friend-of-a-friend than a plain stranger. Plus, if you are interested in someone, the fact that you have a mutual friend is a sign that you are trustworthy and non-threatening.

NLP Seduction: Rule # 2

Make as many friends as possible

Here's the thing. If you are a man, and you approach a woman with the open intent of romance, you immediately become a threat. You absolutely must not go in with anything other than friendship on the cards, or it will not work.

So the essence of this article is that "where to meet" should not be a question. The question is "what to do to meet".

How to Approach



It's hard to know how to approach someone, especially when they are a stranger and you are worried about rejection. The key (as a friend of mine so eloquently put it) is to pick up your balls and just do it. But to approach someone is one thing, to approach someone in an interesting, non-threatening manner is another.

Picture this. Joe sees Jane for the first time, she is sitting at a cafe table by herself. Let's say they are both single, Joe considers himself to be a "6" on the scale of 1 to 10, and Jane considers herself to be an "8". Joe thinks she looks nice and wants to approach her. He's approached women before, but it always takes that little bit of courage

each time. He overcomes that mental barrier and walks up to her and asks if the other seat is available.

What is going to happen in Jane's mind? It is more than likely that this strange man is interested in her romantically. She will have just half a second to look at the man, make a judgement about him based on his appearance, and decide whether or not it is worth interrupting what she was doing for an unknown amount of time while this man talks to her.

It is likely that Jane will say no, usually by telling a white lie as to not hurt Joe's feelings - something like "Sorry, my friend will be here soon." That is going to be the end of all possibilities as far as Joe is concerned.

So what mistake did Joe make? In my opinion, he made many.

First of all, he pressured her into making a snap decision at first glance. The default answer is always going to be no, even if you are Brad Pitt's more handsome brother. This is the same for men and women (despite what men may think). It is an evolutionary trait that we are by default cautious of strangers, as they may be threatening to us.

NLP Seduction: Rule # 3

Make sure you are seen as non-threatening!

On the scale of one to infinity, this rule is RED HOT. Sorry about that analogy but I want the rule of "not being a threat" to stick stick in your mind. Appearing to be a threat is the surest way to guarantee you won't be successful in the quest for romantic liaison.

“But girls love bad guys!” I hear you crying. And I assure you that any “bad guy” was at least non-threatening when he met the girl who apparently loves him.

Now, here is a list of things people don’t like:

1. Being judged.

If you’re sitting at a cafe, and someone comes up to you all confident, like they know best, with a serious look on their face and standing over you, this is a threat. Whether you believe in evolution or you’re still under the belief that we’re not just clever monkeys who can talk, it doesn’t matter: this person is showing dominance, and therefore is threatening us. Anything we are likely to say with any real semblance of our true beliefs, any revelations of our true selves, will be met with judgement, and we don’t want that. So we respond by stoically making that threat go away.

How Do I Appear Non-Threatening?

- Smile, showing your teeth
- Stand slightly side on (not directly facing)
- Show your palms
- Don’t take yourself too seriously
- Act like you aren’t going to be staying for long

NLP Seduction: Rule # 4

Set it up with a time deflection!

A time deflection is when you make it clear you’re not going to be sticking around for more than a minute. What Joe should have said is “Hey, I’m just leaving, but can I quickly ask you for your opinion on something?”

Immediately, Jane knows that no matter what she says, this guy is not going to stay for very long. Plus, she is going to be intrigued at why this stranger wants her opinion on something. And the grand slam is that it doesn’t look like he’s trying to romantically engage her either.

Another form of time deflection is not verbal, but physical. This is when you barely stop moving while talking, then come back later. For example, Joe could have walked past her table and asked “Oh, I was going to order that, is it good here?” only slowing down enough to hear her response. If she looks up confusingly, Joe could add a small joke so that he was clearly not a threat, for example, he could add “Don’t worry, if it’s terrible, I won’t tell them you said it!” If she replies with a positive response, he could shoot back “Great! And if you’re wrong, I’ll kill you!” Actually, that won’t go down well at all. Don’t do that.

How to Talk to Girls



Well, I say how to talk to girls but this applies to talking to anyone for the point of romantic interest. Doesn't matter if you are a man or a woman, looking for a man or a woman; we're all human beings, our brains are made the same way, so the rules are pretty much exactly the same.

In our hypothetical situation, we corrected Joe's approach to Jane so it was very non-threatening and offset her defensive systems with a time deflection.

How to Stand (or Sit) When Talking

Use your imagination for this bit: let's pretend you're a woman in this scenario. Picture yourself (as a woman) standing at the vegetable aisle of a supermarket, looking for the best-looking tomato to buy. A fairly normal looking guy approaches you and starts talking. Now imagine him facing directly towards you when he talks, then imagine him facing the tomatoes and looking at them as he's talking. How do you feel differently?

In the first case, it is clear he is there to talk to you. That puts pressure on you to engage him. The pressure is not pleasant, is it? In the second case, there is less pressure to engage, and you feel more relaxed.

Now replay the same situation if you were sitting down, perhaps at a bus stop. If the guy stands in front of you, facing you as he talks, how does it feel? Would you feel less confronted if he was sitting on a bench, facing the same way as you?

This boils down to an innate body language signal; facing towards one another signifies competition, facing the same way as each other signifies you are both on the same team.

NLP Seduction: Rule # 5

Stand or sit side-by-side rather than face to face.

How to Open a Conversation

It is (in my opinion) far too difficult to approach a stranger and have it lead into a genuine, interesting conversation - especially if you have romance on the cards. The easiest way to start a conversation is to open it up the second time you meet - not the first time. But how is this possible? You don't know you'll meet again unless you arrange it! This is the logical flaw that keeps so many of us from opening up new relationships. Envisage this scenario:

Joe spots Jane nearby on the beach, sitting and applying some sunblock, and a brilliant plan crosses his mind. He approaches Jane and follows all the NLP seduction rules. He squats down next to her (facing the same way she is) and subtly touches the back of his wrist then points in the direction he was going (this gives her the impression he is in a hurry and won't stay long). Joe asks her if could borrow a tiny bit of sunblock as his ears are burning. Of course she will say yes and lend him some.

(When someone does you a favour, you thank them and move on. They are then primed as having had a positive interaction with you, and they are then much more likely to do further favours and react well to your presence in future. This is scientifically proven, first discovered by Ben Franklin, and works a treat in these situations.)

Joe thanks her, maybe he makes a minor joke, then moves on. Bang! Jane is primed as having had a positive interaction with this man. He was not a threat, he was pleasant, and he didn't hold her hostage at gunpoint. Win win win.

Fifteen minutes later, Joe returns and starts up a genuine conversation by doing one of the following:

1. Asking for advice about a social dilemma (perhaps he is trying to buy a shirt as a gift for his friend, but isn't sure what size she is - either 10 or 12. Should he buy a 10 or a 12? Either one risks insulting his friend).
2. Asking a genuine question about something that is not mundane, but thought-provoking. Everyone likes to be challenged. For example, you wouldn't ask someone whether they think you should go for a swim or not, as that is inane. Whatever you talk about, ask yourself is it something that you would like to talk about if you were talking to your best friend on a long car journey?

How to Keep a Conversation Going

One trick I use is the Question-Comment-Joke formula:

1. Ask a relevant, thought-provoking, challenging, open-ended question
2. Make a relevant, interesting comment
3. Make a joke about the topic at hand
4. Go to step 1

An example of the Question Comment Joke technique:

Joe: <QUESTION> Do you think time goes faster as you get older? Like when you were little, years seemed to drag on?

Jane: Yeah for sure. When you're five, a year is a fifth of your existence, but when you're fifty, it's just a fiftieth, relatively speaking.

Joe: <COMMENT> It might have something to do with the size of the person.

Jane: Maybe, but how could you test it?

Joe: Hmm, maybe if we had a time machine. Do you happen to have a time machine?

Jane: Not on me right now.

Joe: <JOKE> Well if you invent one, come back to right now so we can test this. [Looks around expectantly.]

Jane: Haha, oh well, looks like I don't ever invent a time machine!

Joe: Ah maybe you do but it only goes forwards... <QUESTION> Do you think it would be possible for humans ever to time travel backwards?

Jane: Maybe, but you would think that someone from the future would have come back through time and told us about it by now.

Joe: <COMMENT> Yeah, it's pretty safe to say nobody ever invents a time machine - unless the multi-verse theory is true.

Jane: It's probably the only way time travel could work, otherwise there would be paradoxes.

Joe: True. Actually, I tell a lie, because I invented a time travel machine that actually works.

Jane: Oh really?

Joe: <JOKE> Yes, but it can only travel forward in time at a rate of one second per second.

This Question-Comment-Joke pattern gets easier and easier with practice. Try practicing on a friend without them knowing. See how long you can keep the conversation alive for. But remember, only follow this pattern to cover lulls in the conversation. After a few rounds of this, it is likely you will return to a natural flow and get engaged in the conversation again.

NLP Seduction: Rule # 6

Keep the conversation interesting, humorous, and moving forward. If you get stuck, use the Question-Comment-Joke method to keep it alive.

How to Gain Confidence



Confidence is one of those things that can help in every aspect of your life, and can be gained or strengthened quite easily using NLP. Confidence gained by way of NLP is just as powerful as confidence gained through experience. Once this is understood, and you master the ability to gain confidence through NLP, it becomes a snowballing juggernaut of positivity.

Confidence is a relatively simple psychological tool that provides great power, so why is it so hard for most people to achieve?

In my opinion, most of the blame can be attributed to the fact that humans spend the first dozen years of their life actively attacking the confidence of all around them. Some people stop this in their teens, others do this their whole lives. This is because of the flawed human instinct that you can gain confidence yourself by destroying the confidence of others. Luckily, this particular flaw can be turned around to work for us using NLP.

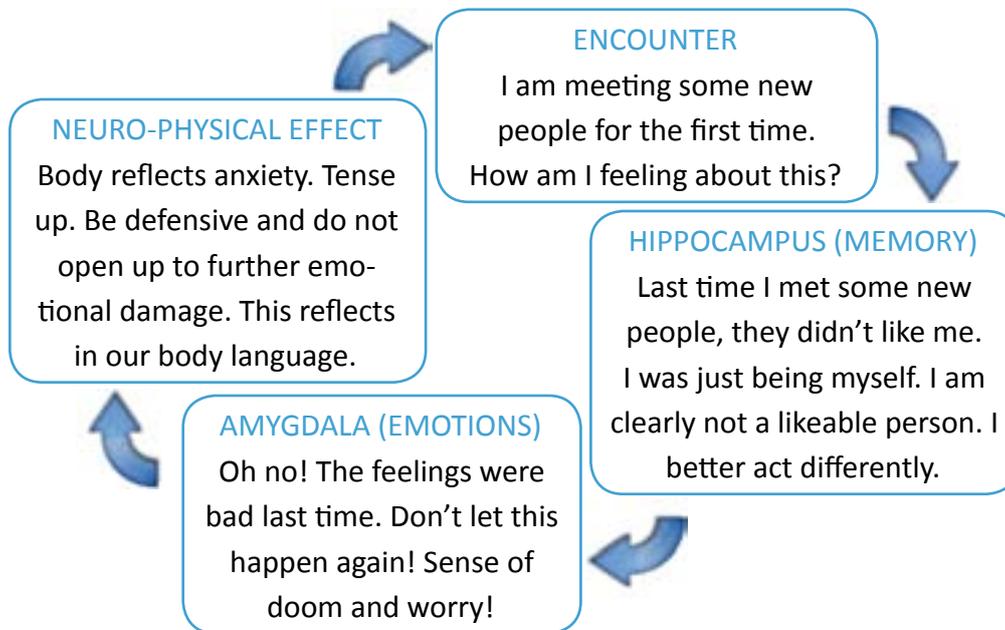
Take the picture above.

It's a cat who confidently sees himself as a lion. When other cats see him, they don't see a lion, they see a cat. But the cat's body language will show to all the other cats that he holds himself in high regard, as if he were a lion.

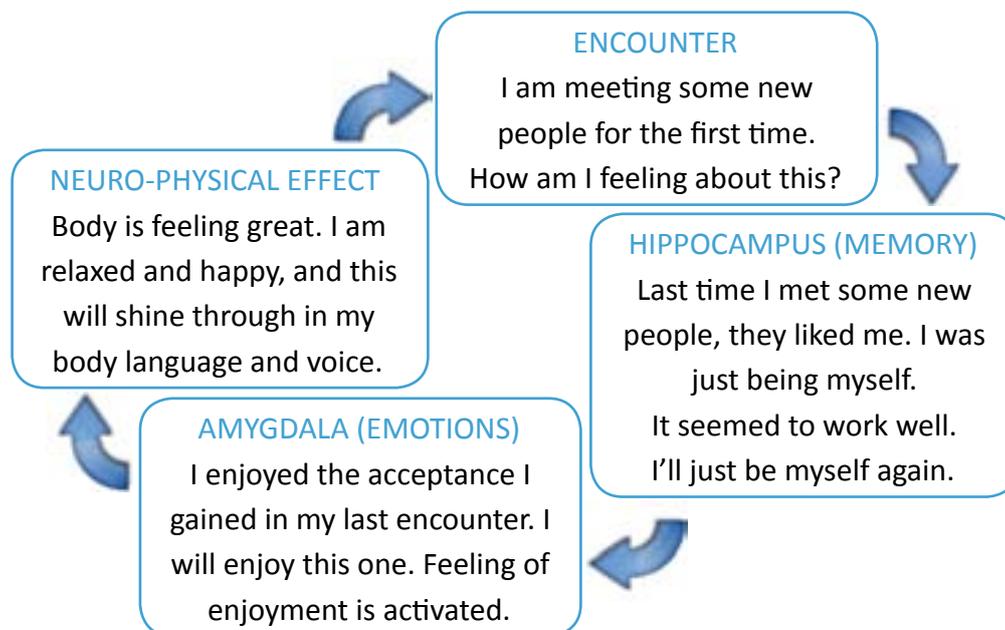
The other cats will think that the lion cat is very sure of himself, and probably for a good reason. After all, throughout the cat's childhood, he must have been thoroughly "tested" by all the other kittens - yet he has such confidence! No other cat will question this confidence, they will simply accept it.

How Confidence Works

Confidence works as a self-fuelling cycle, either for the positive or for the negative. That is why once your confidence is damaged, it can be difficult to send it back on the right path. The following page shows an example of a negative confidence cycle.



Now compare that to the following, which is a positive confidence cycle:



How to Gain Confidence Using NLP

Here is a script that can show you how to gain confidence using NLP. You can adapt this script to suit your own purpose.

Step one - Do not hold confidence in awe

If you hold the notion of confidence in awe or fear, you are telling yourself that it is a powerful thing that will be difficult to get. You need to understand that confidence is just a tiny little emotional loop happening in your brain's limbic system. That is all confidence is! Believe it or not, you have complete power over your confidence right now and at all times.

Step two - Picture confidence as a golden aura around you

Imagine a very, extremely confident person. Let's call this imaginary person Confido. Picture him walking up to a group of strangers at a party and start talking with them. They instantly love him, because he is so friendly and confident. It is clear that Confido knew everyone would love him before he even started speaking. Picture a golden aura surrounding him that only you can see. This is his confidence.

You can take this aura and bring it over yourself. Feel how the confidence flows around you. Everything feels natural and you are confident to do anything you want.

Step three - Feel how it is to be 100% confident in a known setting

While you are doing this, set an NLP Anchor - I suggest pressing your left thumbnail into your left index finger in a pulsing motion.

Take a memory where you were doing something you really enjoy and feel safe about. Maybe reading a good book on the beach, or talking to a close friend in a comfortable setting. What can you see? What can you hear? Strongly re-establish the setting around you as vividly as possible. Describe it to yourself out loud, right now. Pay attention to your posture - do you look relaxed or defensive? How does it feel to be so confident? You feel sure of yourself, relaxed, and you have a feeling of knowing that things are going well. Make this feeling of confidence as strong and vivid as you can before moving on.

Continue to reinforce this anchor, and every time you feel the confidence, press the anchor again. Each time you do so, let the feeling of confidence double and surge. You must associate the emotional feeling of confidence with the physical sensation of the anchor.

Step four - Feel how it is to be 100% confident in an unknown setting

During this step, whenever there is underlined text, reinforce your confidence anchor by pressing your thumbnail again.

Take the feeling of confidence and keep it flowing as you put yourself in a new, imaginary setting. Picture yourself speaking to strangers with 100% confidence. Picture yourself at the party, walking up to a group of strangers who are talking amongst themselves. You have the confident posture of a confident person. You KNOW that because you are 100% confident, you will get along fine with this group.



C O N F I D E N C E

Be yourself. It's much better to be genuinely strange than falsely normal.

As soon as you approach, the strangers smile with their eyes, you FEEL they are interested in you. You start talking and merge right in with their conversation. The group takes you in as one of their own 100% seamlessly. You are not acting differently, you are being yourself, and everyone loves it. Feel how confident you are just being yourself.

Continue to reinforce this anchor, and every time you feel the confidence, press the anchor again. You must associate the emotional feeling of confidence with the physical sensation of the anchor.

[Step five - Take a snapshot of yourself in the confident world](#)

What you've just done is imagined being yourself and feeling very confident. You now have a memory of yourself in a very confident state.

Even though it is imagined, your unconscious mind cannot tell the difference between an imagined memory and a real memory. In fact, there have been cases where grown-up children have falsely prosecuted parents for child abuse, when in fact the memories were entirely imagined and developed by the probing of incompetent psychiatrists.

I want you to take a snapshot of that memory we've just created. Something that encompasses the height of the confident feeling. Now take the snapshot and make it bolder and more vivid. Bring it closer to you, make it larger, the size of a large wall. Make the snapshot detailed and realistic. Feel the feeling of the snapshot, and reinforce the anchor. Make everything as large, bold, and vivid as you possibly can.

Now double it again! Step into the snapshot. Look through your own eyes in that confident setting, feel the confidence as strongly as you can, and reinforce the anchor again. Keep doing this for a good minute or two.

Step six - Use the anchor

Now go use it! Use your anchor and let all the feelings of confidence come flooding in. If it isn't working very well, then go back to step one and repeat everything. Once you get the hang of this, you'll truly understand that confidence is a tiny little loop in your mind that you can switch on at will. The logic is undeniable:

1. By feeling more confident, you appear more confident
2. By appearing more confident, people react to you in a positive way
3. When people react to you in a positive way, it reinforces your confidence
4. Go to step 1

A Failsafe Way of Gaining Confidence

There is another way to create confidence - and that's to simply act confident instead of actually feeling it (at first). It can be difficult to do in the beginning because you'll need to adopt all the correct body language of a confident person.

To do this, imagine the most confident person you know doing whatever it is they do. Watch them talk, look at their body language (most importantly) and listen to how their voice sounds. Here are some tips:

- Adopt an open body posture. No crossed legs or folded arms.
- Make your neck tall and shoulders relaxed, as if you were trying to see over a wall that was very slightly taller than your eye level. Like a meerkat who is looking for a predator. You know what I mean.
- Speak clearly and with volume - and remember what you're saying is worth hearing.
- Don't take yourself too seriously, humour is the most universal language and can help prevent conflict with alpha-male and attention-envy types.
- Don't be judgemental to others - but let yourself be open to judgement from others. This relaxes people around you, and helps bring down the barriers between you.

How to Build Rapport

Rapport is important in life. If I had only one interpersonal skill in an otherwise dull, boring personality, that skill would be rapport. No question about it. Rapport is that feeling you get when you look at someone and instantly think “I will get on well with this person.” Rapport is what bonds us.

Rapport (pronounced “ra-Pore”) is often a difficult concept to grasp. If you want an example of rapport, look at this man’s face:



It’s the movie star Jackie Chan, sure, but ignore that for a second. Pretend you’ve never seen him before. Go on, stare at his face for ten seconds. What do you think he’s like, as a person? Do you think you’d get on with him? Try to guess, from looking at his face, if he’s a nice guy.

Chances are, you will think he’s a nice guy. Very approachable. Look at his head, how he carries it in a humble, slightly-downward angle, yet the slight tilt shows warmth and kindness. His smile is mostly with his eyes, and he shows his teeth which tells us he’s genuine.

These, so subtle mannerisms help make up the concept of rapport, which can be your most powerful, formidable weapon.

Why? It doesn’t make a stranger think they like you - no. It makes a stranger actually like you. When people like you, they want to help you, give you business, introduce you to friends, spend more time with you, buy you lovely extravagant hats, and cook you delicious dinners.

So what’s happening in the brain when rapport occurs?

When we see a nice smiling face, many things occur:

1. First the occipital lobes process the light that comes in into a recognisable picture that our brain can understand. It then sends this picture to the thalamus.
2. The thalamus takes the picture and shoots it over to the frontal lobes where we become conscious of the image. However, it also sends the information to many other places, such as the basal ganglia.
3. The basal ganglia interprets the face and makes unconscious “tags” - for example, the teeth being shown in the smile is “tagged” as a boosted emotion. At the same time, the rising of various facial muscles are each tagged as pleasure, happiness, enjoyment, and so on. This information is shot back into the thalamus which (among other things) compares the information with some of that stored in the rest of the limbic system.

4. The limbic system, hard at work, constructs these various tags into a mixture of various emotions, in this case, pleasure.

5. The amygdala generates a mild sympathetic emotion of pleasure. If it wasn't for this function of being able to "feel other people's feelings", we would be unable to truly tell how other people were feeling.

In essence, when a person who we perceive to be "happy to see us" approaches, our unconscious mind generates a genuine "happy to see them" feeling.

Quite often, however, our super-awesome frontal lobes decide not to show it back. Thus the cycle ends. It feels good to us but the person has no feedback. If we do show the feedback of being happy to see someone, it builds up and they get the feeling of "happy to see us". This creates a genuine upward spiral of pleasure, until one of us decides to stop showing it.

This mutual pleasure is the essence of rapport.

What Factors Help Me Build Rapport?

Rapport isn't just about your facial expression - although that is clearly important. It seems a bit mechanical to build a list of factors that contribute to rapport, but I've never let that stop me before, so here it is.

With some practice, you can set these factors on "rapport mode", if that makes sense? In my mind, I like to set my face to "rapport" to create what I call Rapport Facial Expression. You can do this with all the factors outlined below.

Rapport Facial Expression

Facial expression should be non-threatening, and certainly not dominant or smug. Confidence should be shown, but there should be no hint of judgement. In your mind you should say "I'm pleased to be here, I'm pleased to meet you and everyone, I accept you all for who you are." This should unconsciously reflect in your facial expression. Smile genuinely at people when they approach; you should be genuinely pleased to see them. Take a look at the two faces below.



Both men are wearing suits, smiling. They are both facing slightly to our right, and both smiling with their eyes. Yet one is giving off vastly different rapport facial signals than the other. If you were to meet these men for the first time, which one would you get along with better?

Rapport Clothing

Clothing should not be too tight or show-offish. For maximum rapport, don't wear muscle tops, revealing dresses, or anything to "peacock" in a dominant manner. (Peacocking means drawing attention to yourself with wild accessories.)

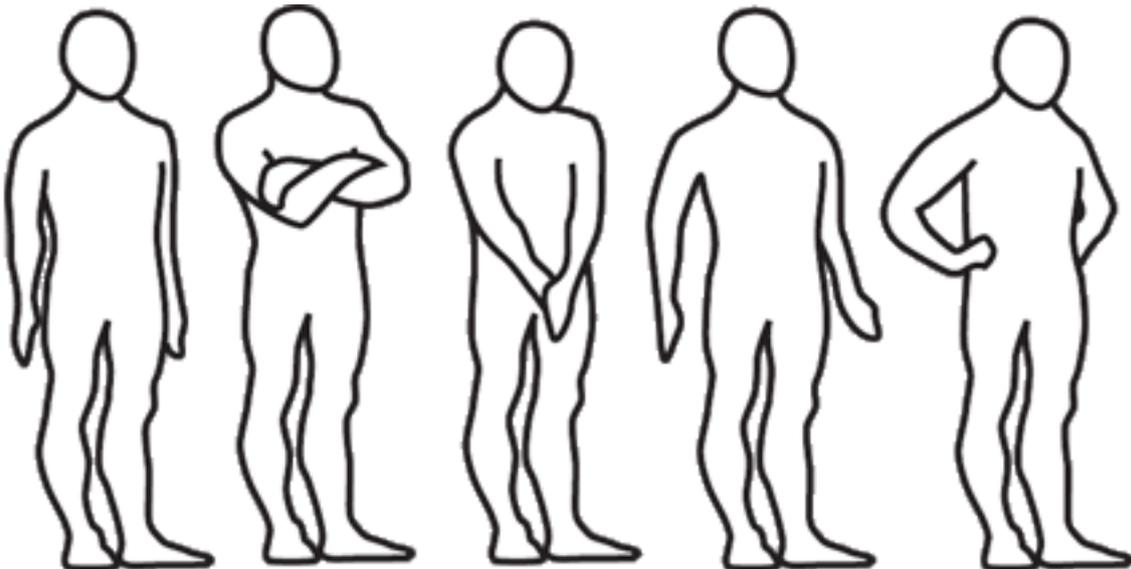
If you do want to peacock, wear something humorous or odd, such as a bright red shirt and an unusual hat. If you're dead-set on showing off your body, then do so in the most subtle possible. The key is to look non-threatening.

Rapport Stance

Your stance should be alert and confident, with open gestures. Avoid putting your hands on your hips or folding your arms. Do not press your knees or feet together, as this is a defensive posture.

Be willing to shake hands with everyone you meet. If you have sweaty hands, hold a napkin or spare shirt in your right hand - no-one will question it. When it comes time to shake hands, swap the absorbent item into your left hand and your right hand should still be dry by the time you shake hands.

You can tell a lot about someone just from watching their posture. Here are five examples of posture:



The legs are identical - all that changes is the position of the arms, shoulders and angle of the head. Can you tell which picture matches which description?

1. Ashamed, shy, not confident
2. Alert, confident, perhaps even aggressively so
3. Neutral, non-threatening
4. Disappointed, bored, uninterested
5. Defensive, threatening, challenging

Rapport Communication

Building rapport through communication is where it gets very complicated. Given that there are millions of different things you can say, mixed with millions of subtly different gestures and voice tones, you have almost countless options on how to communicate verbally. And because each situation is different, there is no one “right thing to say” that is always right across the board.

Good communication is built through experience, and is based on all the same rapport-building principles we’ve looked at so far. Being warm, open, friendly and non-judgmental in your speech will all help build rapport with someone. You’ll also need to adjust your communication based on the other person’s mood, sense of humour, sense of urgency and level of comfort, among many other things. For a quick reading of their mental state, focus on the three factors as listed above: facial expression, clothing and stance.

How to Tell When Someone is Lying

Being both an accomplished liar and lie detector is something a lot of people want to know how to do. Learning how to tell if someone is lying is difficult, but learning how to lie convincingly is more difficult.

Lying is never a clear case - there are certainly powerful indicators but no 100% foolproof methods - which is why there are no true lie detectors usable in a court of law. But with a bit of practice, you can easily become the next best thing.

The Telltale Signs of a Lie

Lying and deception require different brain processes than telling the truth. When you're telling the truth, you usually find a memory associated with the true answer and replay it with your vocal chords. However, when you're lying, you not only need to process the truth and withhold it, your brain needs to do a whole host of extra processes:

1. The frontal lobe cautions you that you do not want to reveal the truth.
2. Your mind makes up the alternative answer (the lie) or sometimes recalls a false memory (if you have already planned the lie).
3. You need to concentrate on some level to deliver the lie without appearing deceptive.
4. You need to gauge the reaction of the listener to see whether they believe it.
5. Usually you then try to change the subject or use body language to deter the person from pursuing that line of questioning.

None of these processes occur when telling the truth. And naturally, with all these extra processes, parts of them start to show on the surface. When we learn to read these signs, we can tell when someone is lying.

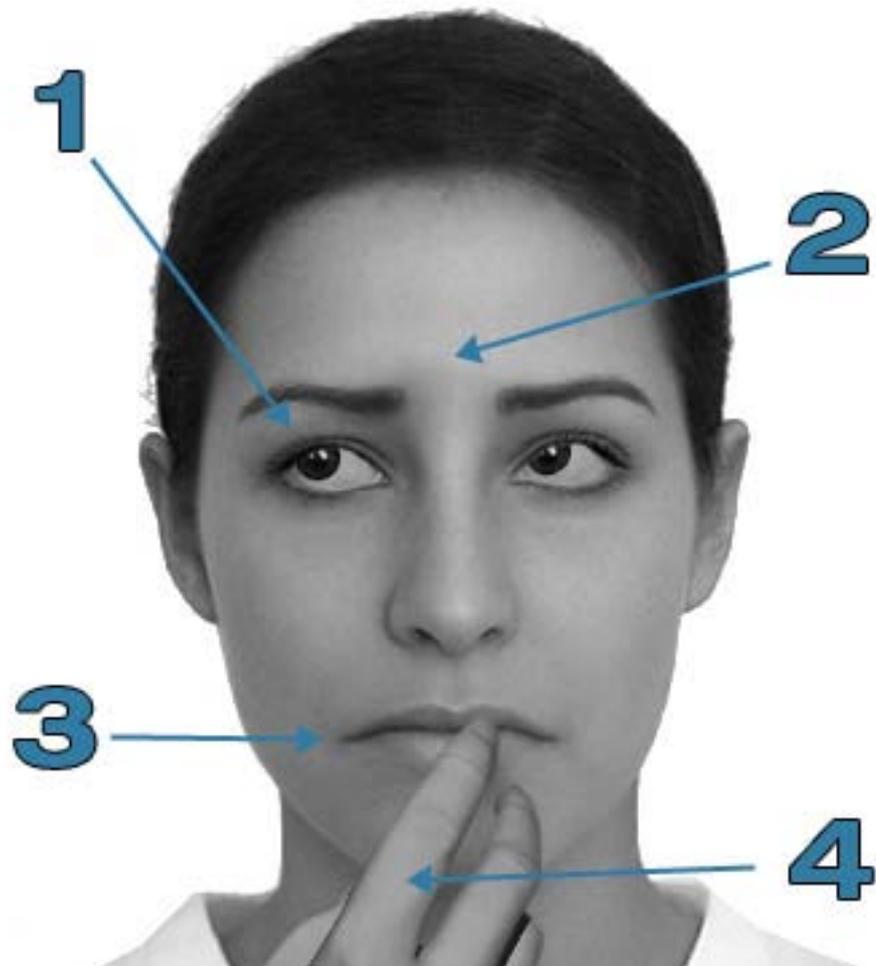
Facial Signals That Reveal When Someone May Be Lying

Have a look at these two pictures. The one on the left is a perfectly straight face. The one on the right is the Lie Face. Look at it carefully, and practise pulling the face in the mirror a few times. Go on, do it now, I'll save your place.



It's important to recognise the Lie Face, and parts thereof. Obviously the pictures above are quite exaggerated, but I've made it like that so that you can easily see the signs:

1. The first sign is the eyes. When the brain is creating a mental picture the eyes instinctively move up and to their right (your left), signifying access to the right hemisphere (creation) and visual cortex (pictures). This usually means they are constructing a picture in their head. If someone is recalling a picture (remembering something that they actually saw) then they would look up and to their left (your right).



2. The eyebrows rising towards the centre of the forehead (where the arrow lands in the picture) is a sign of fear. This sign can occur during or immediately after a lie, because they are scared that you will see through it.

3. Another sign of fear is the sides of the lips turning down. The muscles that control this action are very specific and it is almost impossible to consciously activate them without activating any other lip-related muscles.

4. This is my favourite sign, when someone touches their nose or lips, covers their mouth or in some way touches their face during the telling of a lie. It is very common and is the expression of an urge to conceal themselves or look casual while misdirecting your attention.

Other Signs That Someone May Be Lying

The four signals above are not 100% accurate - it is possible for a good liar to prevent any of these signs occurring while they tell a lie. Sometimes, a liar is so talented that they can actually convince themselves that they are telling the truth, therefore a lie may appear entirely genuine. But it requires great effort in the brain to convince yourself you're telling the truth, and those cranial efforts have footprints.

How to Cure a Phobia with NLP



NLP is great for curing phobias, simply because phobias originate from your mind - and NLP allows you to master your mind. In this straightforward we will use the common fear of flying or air travel as an example. The same NLP technique can be applied to almost any phobia.

The first thing we have to realise is that almost every phobia (other than natural evolutionary fears, such as fear of things that are different, or fear of heights) is a fear we have learned as a child. They are not automatic. For example, if the fear of flying was automatic, we would expect everyone to be afraid of flying. But they're not.

So the first thing we have to do is identify the lesson that taught us that flying is scary. It may be that we had a shaky plane landing when we were an infant, it may be that we've never even been on a plane but we saw a film that made us doubt the safety. Whatever it is, you need to form a short film in your mind of the scary lesson. Put yourself in the film.

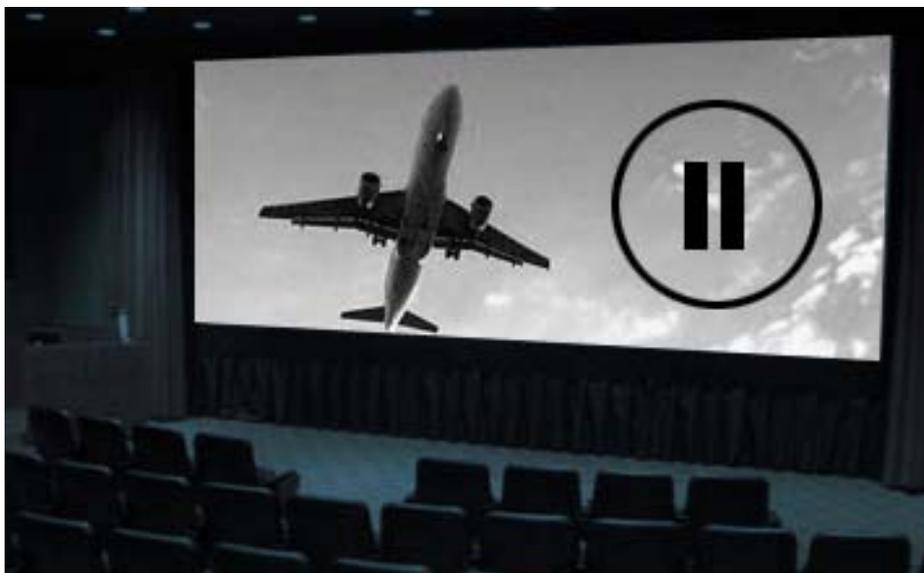
Now, imagine a cinema. It can be one that you know quite well. Picture yourself sitting there.



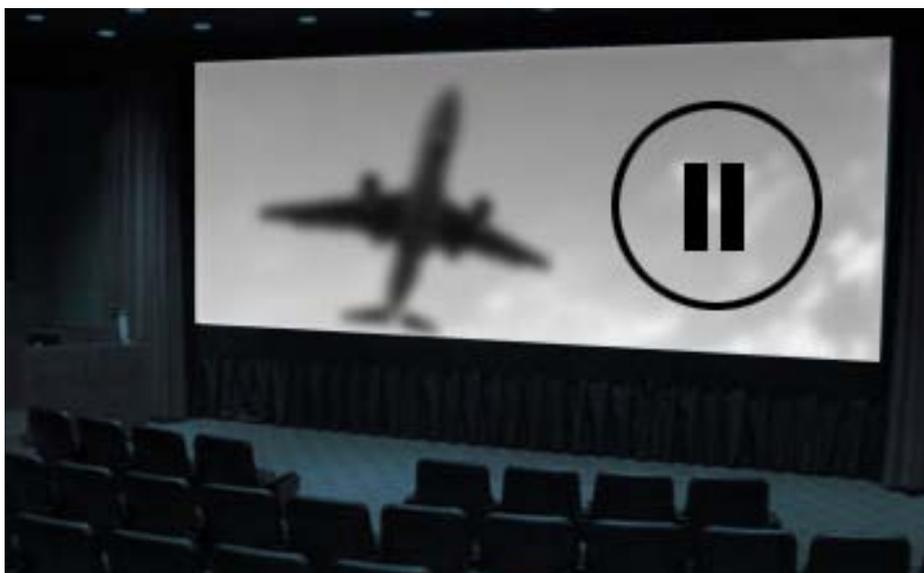
Don't necessarily use the one I've put as an example. I've only put these pictures here to illustrate what I mean. Once you've got your cinema pictured, imagine your "scary short film" up on the screen. But don't push play yet! It's just the first frame, ready to go.



Take the film and see it on the screen. Picture it. But let's make it black and white.



And now make it blurry, so you can still see what's going on, but make less defined.





Let's make it smaller. You still will be able to see it, but it needs to be smaller, so it doesn't take up very much of the screen. The film itself will be silent, with some loud comedy music playing. Think Looney Tunes or Monty Python. Any kind of silly music will do, as long as you find it funny and light-hearted.



Now imagine a time when you were super confident. Something you're really good at, such as doing something at work you know like the back of your hand, or laughing with a good friend. Magnify this feeling of confidence and safety! Enhance it, turn up the volume of your confidence, let it shine out in a blinding beam of super-confidence and engulf everything around you. Now double that feeling! And double it again!



Now watch the film play, and feel free to laugh! At the end of the film, go and congratulate your film-self on getting it done. See how everything is okay, and everything worked out fine! You're still alive, so there's clearly no point in being afraid anymore! Well done. Shake your hand, pat yourself on the back and both of you can now laugh about the whole thing.



Now put the screen back to full size, full colour, and watch the film backwards, in super fast rewind motion. It should be all over and done in a few seconds. If you want, you can even watch the film through your own eyes (rather than from a cinema screen).

How do you feel about it now? Your phobia is alleviated a bit. Repeat these steps as necessary. Get yourself as relaxed as possible every time. The more bold and vivid you can make the experience, the better it will work.

This NLP technique for curing phobias will also work on some other emotional memories. Perhaps you are nervous while giving a speech? Or you don't like talking to certain people at work? Even going for a run outside can be turned from a daunting experience to something you're already great at.

Give it a try!

Losing Weight with NLP



Automatic weight loss cannot be achieved with NLP. But NLP can help you change your eating habits so that you can more easily lose weight.

What if celery tasted like chocolate? What if ice cream tasted disgusting and no longer appealed to you? What if going for a run felt better than going to the pub? How easy would it be to lose weight then?

Ice cream is delicious, right? How can it possibly become unappealing? The truth is, right now, the pros of ice cream just outweigh the cons in your mind. So you have to concentrate on the cons:

Think about that fatty aftertaste it leaves in your mouth. See that fatty aftertaste as a visible, irremovable film that sticks like glue to your mouth. Picture the cold, hard sugars rotting away at your teeth until they become painful and brown. Visualise the fat globules seeping through your insides, oozing their way through your blood vessels and adding themselves into heaving, pale yellow piles of fat under your skin. Imagine the sound of all the saturated animal fats congealing into a sickly putty and clogging up your arteries. How do you imagine that processed fat smells once it's stripped of its artificial flavours and sugars?

How does that ice cream sound now?

Read that paragraph again out loud if you need to. The more vividly you imagine these things, the better they will work. For added effect, read this out with a plate of ice cream sitting in front of you. Take one spoonful, put it in your mouth, and start reading. Focus on the negative aspects of the food, and they will soon outweigh the positive aspects. The result is that you won't want to buy more ice cream next time you're at the supermarket.



Making Healthy Eating More Appealing with NLP

The same goes for any food you like (but probably shouldn't eat). And the reverse goes for food you don't like to eat (but probably should).

Let's take celery, for example. Celery is great because it actually requires more calories to break it down and process it than it contains.

Think about that. Every fresh, crisp piece of celery you bite off and chew, goes into your body and



melts down fat. Not directly, of course, but for the purpose of our NLP learning let's pretend it does. In reality, your fat deposits are broken down by your body to gain energy for the processing of the celery.

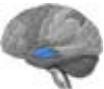
What is your favourite aspect of celery? If you hate the taste, then use a different vegetable for this example, possibly a carrot or piece of lettuce. Picture the celery being nicely broken down and literally turning old fat deposits into pure water. Concentrate on the taste. Say words like "mmm delicious!" and really mean them. Act like it is the most delicious piece of food you have eaten in your entire life.

Tell other people how great it tastes. Even if you don't quite believe yourself, put on the performance of a lifetime.

Your body will react by genuinely starting to like celery. This is the exact method I used on olives, which I used to hate but now very much enjoy. The more times you put on this act, and the more emotion you put behind your act, the faster this will work.

How Does This NLP Technique Work?

These NLP processes essentially work by tricking your brain into reconfiguring its reaction to certain foods. You are literally telling your brain that it is wrong; it's giving the wrong signals. Your brain will react by correcting these problems in your favour. So as soon as you take your bite of celery:

-  1. Your frontal lobes (prefrontal cortex) gives the conscious signal to your body to act like you are enjoying the celery like it's the best thing on earth.
-  2. Your insula immediately tells you that is this is boring, distasteful old celery. It replays the same old taste sensations that you're used to.
-  3. But what's this?! Your temporal lobes and parietal lobes are behaving oddly. They seem to be creating reflex signals that indicate great enjoyment. How strange!
-  4. Since you have requested information on how to act when eating an enjoyable food, the amygdala is giving out faint emotions of pleasure, to tell the other active brain parts what emotions to simulate. The more you get into the act, the stronger the sensation will become.
-  5. The hippocampus matches this feeling with pleasurable eating, and it matches the current sensory input with that of eating celery. It confirms you are eating celery.
-  6. Your insula stands confused but corrected, and processes this pleasurable information and builds new pathways to link directly to the other corresponding parts of the brain.

While there are millions of other things going on in your brain, these are the points we're interested in. This will not automatically and permanently change your perception of celery. You've only built one new pathway, compared to all the other thousands of times you've eaten celery and reacted naturally. Therefore, the more times you repeat this act, the stronger the effect will be and the easier and more natural the response will become.

Eventually you will develop a genuine taste for celery. I have always liked celery, but since I used this technique on olives I now consider them a delicious treat.

Going for a Run or Sitting in Front of The TV?



The exact same principle applies. To prefer exercise or energy-consuming activities over sedentary activities, you need to rewire your brain a little bit. Again, this is entirely possible, and really not too different from learning to pronounce a word I've been mispronouncing my entire life, thank you minor.

When you think "should I go exercise?" what is the first thing you picture? You picture yourself doing the exercise in question, and asking yourself how you would feel doing that. The answer is probably "I'd feel tired, I'd need to put in a lot of effort and energy, it seems a bit too much like hard work."

No! Your brain doesn't tell YOU how to think! YOU tell your BRAIN how to think!

Now think "should I go exercise?" and immediately picture yourself having achieved a specific goal. If you don't already have a goal, set one now.

Imagine you are looking at a YouTube clip of yourself in the future, the very moment you achieve that goal. Click on "play video" and see the screen displaying your future self completing that goal for the first time. Close up on your face, see your expression as you achieve that goal. Listen to your breathing and see the sense of achievement spread across your face. Now step into the video and click "replay". Act it out in your mind - how does it feel?

How tempting does that exercise sound now?

Using NLP to Increase Enjoyment of Exercise

Goal achievement visualisation works. I use this on all my martial arts students and you can see a significant change in motivation. It also works being performed during exercise. You can perform the celery trick to increase enjoyment during exercise.

When you're running up that steep hill or lifting that heavy weight, what are you thinking? Probably some sort of profanity-infused monologue regarding the unpleasantness of the situation. Why? There is no point.

Enjoy the feeling of the blood coursing through your body! How alive do you feel? Your body is operating on a large scale, this is the kind of thing that kept billions of your evolutionary ancestors alive! Feel the rush of blood, the spirited tempo of your heart, and enjoy it! If you make this your focus and act it out, those endorphins come flooding in.

If you don't exercise regularly, I highly recommend trying it out. It doesn't have to be strenuous. Exercise shouldn't be too uncomfortable anyway - and I believe you should start as you mean to go on. If you start too hard, too fast, you can become overwhelmed and lose motivation. Music can help motivate you while you exercise too. If you are serious about losing weight (or simply improving your overall health) try some regular exercise for a month and concentrate on the parts you do enjoy. See how much better you feel!

Quit Smoking with NLP



Everyone I've ever met who has permanently quit smoking has done so with the help of NLP and/or hypnosis. Most chemical methods to stop smoking simply help you resist the strong temptation to light up another cigarette. Hypnosis and NLP work much better because they make the thought of another cigarette unbearable. NLP and hypnosis can make you simply not want another cigarette.

In the truest sense, smoking becomes undesirable to the point where you would decline a cigarette even if it was magically 100% cancer-free. There is no temptation to overcome - just a switch back to your original mindset before you started smoking in the first place.

The trick is that you need to be determined to quit smoking. If you're slightly indifferent about quitting, it's not going to work. This isn't to be confused with being too addicted to quit; it's about whether or not you actually WANT to stop smoking. Ask yourself this question: do you want to stop feeling the need to smoke cigarettes? If the answer is yes, then you can make it happen.

You're fighting a war with a parasite called nicotine. This nicotine parasite has been winning the battles so far. But you can win the war, because the battlefield is your body and you are the master of your body. Your mind can change everything! Your mind can make your body a hostile environment for nicotine. Your mind can turn every cell in your body into an anti-nicotine minefield. Your mind is the super-weapon that ends the war.

Your mind is the key. Most people who I know permanently quit smoking (including my partner Becky) used the techniques detailed in the book [The Easy Way to Stop Smoking by Allen Carr](#). This book embeds NLP techniques that are designed to completely rewire your brain into disliking cigarettes. This is why it is so successful! I use slightly alternative NLP techniques in the following four steps to quit smoking:

Step One: Set a Negative Anchor

Think about all the times you've wanted to quit smoking. In this case, take three specific instances when you strongly wished you didn't smoke. It could be social occasions, pleas from parents or loved ones, times you've felt sick or unhealthy due to cigarette use, or the smell of your breath after a night of smoking.

Take three specific instances and play them in your mind over and over again. Overlap them into a rolling, loud and vivid highlight reel of times you've wanted to quit.

ACTION: Press and rub your left thumb knuckle into a hard surface, such as your desk or your knee. This feeling should be associated with the following visualisation.

You know the cigarette tar that forms in your lungs that you try to cough up? Imagine coughing up all that tar and spitting it into a bucket over the course of several days. Vividly picture that bucket of regurgitated tar and phlegm sopping around in the bucket. How does that cigarette tar smell? What sound does it make if you stir the bucket with a large wooden spoon? Unpleasant?

Well how about this - take a mouthful of that thick, hot, sticky, smelly tar, and chew it. Feel the tar sticking to the roof of your mouth as the bitter taste fills your mouth. The smell will be overwhelming, but keep chewing it anyway. Hear the "splat splat" sound of the vile tar squelching in your mouth. Take a big drag on a cigarette at the same time, with the taste of the smoke intertwining with the tar.

Now see the disappointment in the eyes of your loved ones as you take a step closer to an early grave. As you inhale the smoke, feel and visualise the smoke carrying all that disgusting tar down into your lungs. Picture the tar sticking to the tissue of your lungs and burning away chunks of your lung tissue. Hear the hissing sound of the boiling tar corroding through your lungs and making them bleed.

Exhale and truly feel the pain of the specks of smokey tar searing its way through your throat, infecting your mouth and poisoning the delicate tissues in your nose. Try to cough up all that dried tar stuck to your lungs. Feel the burning pain of the fermented smoke scabs peeling off your insides and retching their way up your throat.

Step Two: Reinforce The Anchor

Now it's time to reinforce that anchor. Read the above paragraph again but read it as if it was ALL IN CAPS. Pause slightly between each word. Continue reinforcing the anchor by pressing your left thumb knuckle into the hard surface.

Concentrate! Focus on the worst things about smoking. Feel free to repeat this a third time, or fourth time. The stronger you reinforce this anchor, the more easily you'll quit smoking.

Step Three: Frame The Anchor

As you complete the first two steps, you're left with a fairly negative group of images and emotions related to smoking. Some of these ugly smoking visions will stick in your mind as particularly nasty. Especially the ones that are significant to you personally, in that they are especially close to the heart of why you want to stop smoking. Perhaps it's the thought of your loved ones watching your lifespan decrease by 5 minutes per cigarette? Or the thought of being considered vile and unattractive by the opposite sex because of your smoking. Whatever the reasons, use them and focus on them.

As in step one, roll the reasons into an overlapping highlight video. Make the video bold and vivid. Make them loud, louder, almost uncomfortably loud. Sense the associated smells, physical feelings and emotional feelings that go with them. Step into the video and increase the intensity further.

Reinforce the anchor of pressing your thumb into the hard surface, and play this video over and over in your mind, at least five times. Each time the video plays, increase the size of the video, as if it's on a giant IMAX screen. Keep increasing the intensity of the colours, raising the volume, making the picture bigger, brighter and closer and play it again. Continuously reinforce the anchor.

Do it now! Make it a real, painful event.

Step Four: Break the Cycle

What is that little alarm in your head that tells you that you feel like a cigarette? What happens? Do you picture a cigarette and think "ah, that would feel good right now"? Or do you crave the tiny nicotine buzz? Whatever your call to smoking may be, every time it rings, remind yourself of the negative anchor by pressing your left thumb into a hard surface. Do it so it hurts.

If you decide to go and have a cigarette anyway, use this time to replay your negative video during the act of smoking. Press your thumb into a hard surface and really concentrate on the worst things about smoking. Picture your future children asking why their parent is dying young, or a potential mate refusing to be with you because of your dirty habit. Focus on all the negatives of smoking.

If you resist having a cigarette, take a huge, deep breath of fresh air. Breathe in through your nose slowly, and out through your mouth. Do this very slowly and deeply, five times:

On the first breath pretend that you're smoking a pure cigarette of oxygen. Suck it all in and enjoy it, as if it was the first drag of the last cigarette on earth. Feel the temperature of the cool, pure air soothe your lungs. As you breathe out, visualize all the toxins from your old smoking days being released and flowing out of your body.

On the second breath imagine the pleasure of watching your children or grandchildren celebrate their birthday with delicious cake.

On the third breath pick one special reason that is the most significant reason for you to stop smoking. It should be a positive reinforcement, ie a reward that you will get for stopping smoking. Focus on that reason as you breathe in, and feel your reward come to life as you breathe out.

On the fourth breath do the same, but make it more vivid and more real. Increase the size of the picture of your reward, and make the associated senses more intense.

On the fifth breath focus on how strong you feel for being able to withstand just one cigarette. The most deadly drug on the planet is powerless against you. Appreciate your own strength and consider this one small battle a win for you, and a step closer to the end of the war.

Final Thoughts



Thanks for reading my e-book! It took me a lot of research and effort to write. I hope you enjoyed it and if so, I hope you also write me a nice review on the [Amazon Kindle page](#) :)

Most of all, I hope that I have helped you make a positive change in your life. Just understanding the functions of these techniques and how they work can help you apply them to real life situations.

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