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WHY? BECAUSE . . . HOW TO WORK *THAT* METAPROGRAM

John La Valle

Do you find yourself fishing for those highly valued [criteria](#)? You went to some [NLP](#) class and they taught you to ask all those questions that are supposed to elicit [metaprograms](#)? Well, it's not the [metaprogram](#), or responses to the elicitation questions that supposedly provides the person's metaprograms, but the actual sequencing of their [metaprograms](#) as the person naturally speaks that provides more valuable information. So the real skill is in getting the person (customer, client) to speak naturally so you can track the programs and sequencing of them.

Now, just in terms of sequence, I'll begin here with something very simple. Remember that [pacing](#) and leading does have its value in context. And while many times, it's even OK to reverse that to lead then pace, it's even more important to notice if you're getting the information you're seeking, or that you want or need. And this exactly what an associate of mine has done: He's noticed that his employees weren't getting the information they want from their clients, or even potential clients. Why? Because they didn't yet come and learn with me to fine tune those ever valuable nuances that can make or break the day, or even the month, for that matter.

What was happening was that when someone would come into their studio for a workout, the client may say something like, "*Hi, I decided to come in today to work out a bit.*" And the consultant would ask them, "*Why is it important to you to work out today?*" And while this all sounds well and good in context, it breaks the client's state in such a way that the consultant wouldn't get a verbal response, but more of a bewildered nonverbal response from the client. Why? Simple: the client never stated that it's important to them. And since the question is asked out of the context in which the client is operating, they would have to transderivational search beyond the first and even second derivation just to try and figure out why they are being asking this question, because of the presupposition in the question!

Now, had the consultant responded differently like this: "*It's really good to see that you decided to come in today (pace) and it must be important to you that you have.*" And wait for the client to respond to this conversational postulate. If they say, "*Yes, it is*", now the consultant has the segue to go on with, "Let me ask you something, *because* I'm really interested in other people's motivations and reasons [Chialdini pattern to increase the propensity of getting a response], What's important to you about *that*?" (Client makes [submodality](#) shift to dissociated so they can have a "better picture" and *see themselves* in the visual and since they're already being asked to go to a meta position to

calculate what they are being asked to calculate, anyway, give them some assistance with the shift).

And chances are, the client will provide more information in this instance. We'll find out what happens as my associate now brings his staff up to speed fine-tuning their skills.

Remember, elicitation ought to be designed to be Well-Targeted enough to elicit the information you want or need, and yet flexible enough to be changed quickly enough to still hit your mark. In [Persuasion Engineering™](#), we teach how to design questions in just this way. Did you know that you can design one question and ask it in about 12-15 ways? And that's just the start, naturally.

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[*Anders Piper - Denmark & Xavi Pirla - Spain:*](#)

**Also, My good friend Laura Spicer has created a totally unique teleclass series featuring TWELVE big names in NLP, including:
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LISTENING TIPS

by Barbara Stepp

Recently, I met with a client, who was concerned that his wife tells him regularly that he is not listening to her when they have a "conversation". This was causing a great deal of stress in the relationship. I paid ATTENTION and became AWARE of his patterns. He was going inside and deep in his own thoughts. He confirmed this verbally. So, I gave him the following simple and basic

suggestions:

Avoid thinking about or formulating your response while the other person is speaking. (Which he admitted doing)

Avoid arguing mentally.

Avoid analyzing their statements. (He said he did this also)

Avoid mind reading and taking comments personally. Simply ask them, "What do you mean?"

Shut off your worries. Stay in a positive state of mind. Your fellow communicator will notice the non-verbal messages and you will lose connection with them.

Especially in our United States society, we like eye contact. When we are de- focusing our eyes, stuck at ear level, or looking away, it can mean to the speaker that you are not with them...not listening. So look at them. Acknowledge them.

Respond to their communication with occasional interjections like "yes", "I see", "I agree", etc.

My client followed these simple suggestions. He told me that his wife noticed it right away and their conversations are now really conversations. He marvels at how much more pleasant their interactions are, and how much nicer she is to be around. ∴

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[Barbara Stepp](#), Licensed Master Trainer of NLP™ and DHE™

[Join Barb and her crew NLP Practitioner Intensive - April 17-23, 2010, Chicagoland Area](#)

Barb also specializes in private client work. Contact her at mind@excelquest.com .

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My 12 Most Important Beliefs About Marketing

by Peter Schaible

How to know if I'm the right copywriter for your online business:

These pithy statements about the psychology of buying and selling did not originate with me. Most were gleaned over the years from my various teachers—from their books, seminars and audiotapes.

I owe a debt to many, and at this juncture, it's almost impossible to know accurately which of these "truths" to attribute to whom.

Among the many "influencers" are Michael Gerber, Bill Myers, Dan Kennedy, Gary Halbert, John La Valle, Fred Gleeck, Jay Abraham and others. In some cases I have had to separate the style and personality of the man from the sagacity of the message. Wisdom can come from many places, and even a broken clock is right twice a day.

I like to reread these from time to time. I offer them to you for your consideration:

1. Marketing is a total system of business activities that plan, promote and sell need-satisfying products and services to present and potential customers.
2. Every successful business lives or dies with the customer.
3. We all buy things to fill emotional needs and desires that we've been developing all of our lives. We buy commodities, not for what they are in themselves, but for what they symbolize.
4. Every commodity is a symbol for emotional satisfaction. Buying decisions are emotional commitments to gratifying perceived needs and desires that we are often unaware of having.
5. Your customer doesn't necessarily want what you think he or she wants. Often, they don't want what they think they want either. It goes much deeper into the emotional realm.
6. Your customer, first and foremost, is a complex emotional being. Your customer is a person, even when you're marketing an industrial commodity to another business. You don't sell to other companies or industries, you sell to other people.

7. The buying decision is made instantaneously in the unconscious mind.
8. Buying decisions are a response to an emotional need that we later try to rationally explain.
9. Reality is a matter of perception. What the customer perceives to be real, is real.
10. The customer is always right because her perception is her reality. Even when the customer is wrong, she is still the customer.
11. Your entire business is your product, not just the commodity that you're selling!
12. Your business is in the business of selling your business!

If you agree, we would probably work well together.

Many copywriters begin an assignment by trying to learn everything they can about the product. That's only part of the job. In order to write effective, persuasive copy, I want to know everything I can about the target customer:

- Male or female? Age? Profession? Single, married or divorced?
- Income? Education? Geographic location?
- Demographic and psychographic profiles provide priceless information about why people buy — if you learn how to interpret them.

My goal is always to organize the sales letter around the customer.

People are self-absorbed. People sort incoming communications for self-interest.

Your customer doesn't care about your product. He only cares about his own gratification. "Don't tell me about your grass seed," he says, "talk to me about my lawn." What he really means is (although he doesn't consciously know it), "Don't tell me about your grass seed, appeal to how a beautiful lawn will make me the envy of my neighbors and compliment my self-image as a prosperous, successful person."

[Peter Schaible](#) has also studied quite a bit of NLP and has been copywriting for many many years. If you're intrigued about his approach to marketing and copywriting, and would like to know more, please sign up for his free autoresponder series on [Targeting Your Prospective Customer by Type: How to Position Your Brand to Trigger an Emotional Response.](#)

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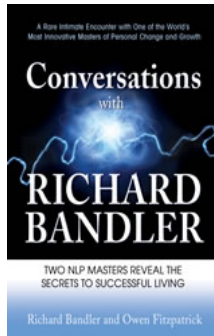
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3 New Books:

Conversations with Richard Bandler

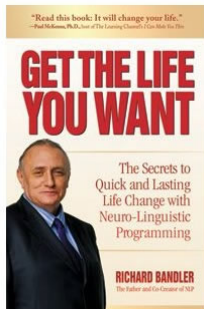


recounts Owen Fitzpatrick's journey to discover the true nature of personal freedom and what is possible for the human spirit. Through his conversations with his mentor, Richard Bandler, and drawing on his own personal and professional adventures across the world, he takes you on a thought-provoking voyage of discovery.

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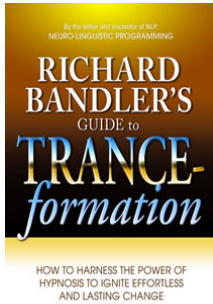
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John says:

What a Great Book!! Thom McFadden has not only one of the most useful books I've picked up in a long time, he's great with language! Don't just read this book. Study it!

Richard Bandler says:

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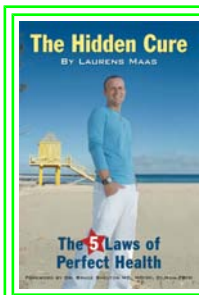
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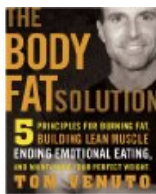
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AND Check out This Book!

Magic in Practice

Garner Thomson with Dr. Khalid Khan

Richard Bandler writes, *"All I can say is: it's about time. This is the kind of book I hoped one of my students would write. What Garner Thomson has done, with Dr. Khalid Khan, is to take my work further and, with great precision, present tools for healthcare professionals, while at the same time offering all those in NLP a solid understanding of how the technology of NLP works in the brain."*

Here's my recommendation: If you are in the medical professions, get this book. If you're not, **get it anyway**, and give it to your doctor and other health professionals!

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Regards,
John La Valle

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