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What You Don't Know . . .

John La Valle

The question I get again and again from people is: "What is it that Richard Bandler does that makes it look so easy?"

Early in my training I met [Richard Bandler](#). Before I met him, I was told by many people, "You're crazy if you go to see him." "He's a mad man." "He's this." And "He's that . . ." I'm sure you get the picture. I didn't want to lose the opportunity to see one of the cofounders and so I went.

When I first saw Richard in the training, I also noticed that many others seemed somewhat cautious, yet exhilarated. I found this to be an interesting combination of states. I noticed immediately that Richard was able to keep them at the edge of their seats. I also noticed that before he gave out instructions, he was doing other things that had to do with the instructions.

So, when I noticed that Richard was able to help people change as quickly as he was, I was very curious about that. Every now and again, I find there is even more to learn than I thought there was, and I still know there's more to learn! When I'm in seminars with Richard, I am in the training room when he's in front of the audience. Many people ask me why?

My response is easy: I still learn from what I can observe him doing, saying, etc. And I ask later on for the information I may have missed, especially when he was conducting a demonstration of some

technique, and I still appreciate those processes of deletion, distortion and generalization which are contained in each and every sentence, and utterance, and sequence in what he is doing.

While training with various trainers in the field, I didn't expect any of them to be cookie cutter robots of either of the cofounders, but I did expect some degree of continuity in the basic information, which I didn't find, except for those who trained personally with Richard and John in the early days. I wanted some consistency in my own training and so I decided to train more with Richard, since by that time, Richard and John had gone their separate ways and I had already become acquainted with Richard. Later, I listened to audio tapes, watched videos of others, and to this day, I'm glad I made the decision I made.

Coming to Orlando in March is Richard Bandler with his bag of magic: "[Neuro-Hypnotic Repatterning®](#)", and here's [Richard talking about NHR®](#) a bit.

People ask me how is it that we train for days without fatigue and with no notes! That's right, no notes, no book! Well, it's easy!

If you remember the phrase "The map is not the territory", and that means that the menu is not the meal, what I did back then was to realize that while the map is not the territory, the territory is the map, meaning that whatever exists on the outside of our brains started on the inside of someone's brain first (think Nikola Tesla). And so I thought: "If there is a training manual or notes on the outside, that had to come from someone's inside, so why can't I just build all presentations on the inside, and with that enough flexibility to apply those to various audiences as needed?" And that is exactly what I did. And I did it in such a manner that I can address a 15 minute presentation, or a day, or 10 days, whatever it takes.

While the basic skills of NLP will remain the same, NHR ® is a grand opportunity to "Get stuff done while feeling good", as we say.

Since for years we have been teaching people how to feel good, and doing that for no reason at all, the question for now at NHR® is "How much pleasure can you stand?" Accept no substitutes, this is the place to be in March and find out what many other people don't know, yet, and you will.

There is still so more to learn and more to utilize!

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Coming Up:

[*Persuasion Engineering® - March 6-8, 2020 - Orlando, FL - Richard Bandler & John La Valle](#)

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Under Thinking

by Kay Cooke

It's a thing. On the same spectrum as over thinking, just at the other end. And while over thinking can produce overwhelm, under thinking quite literally stops us in our tracks, like a full stop in good grammar, it stops the movement of thought and therefore stops what we can do.

Check out these G-guys:

George (38) didn't want to present to the board of directors.

Gertie (8) didn't want to speak in front of her class.

Gina (60) didn't want to end her marriage.

Gez (16) didn't want to do exams.

Graham (72) didn't want to drive over a bridge.

What did they all have in common? They all stopped thinking too soon! None of them had got beyond the first 'I can't'.

By prematurely placing a full stop in their train of thought (I can't – full stop), they missed out on getting to the motivational words (inside their minds) that could propel them into action. Bad feelings that followed the 'full stop' drove their brains to back-peddle into excuses that justified inertia, with statements like 'because ...'

Until ...

They each tried one little mind experiment, that taught them how their words were affecting their feelings that in turn, what they were motivated to do.

G-guys, despite differences in age, gender and contexts, shared very similar thinking patterns; like this:

G: Thought: "I can't do that"

G: Feeling: 'nervousness'

G: Action: avoidance, inertia

They 'thought short'.

Me: "you are stopping too soon, in your thinking, add a comma, and add a yet ... and add dot, dot, dot!"

G: Thought: "I can't do that, yet ..."

G: Feeling: 'interest'

G: Action: arousal of bodily responses

Me: "you are still stopping too soon, remember your but and ask yourself what might happen next?"

G: Thought: "I can't do that, yet ... but it might be a great adventure"

G: Feeling: 'excitement'

G: Action: preparation of bodily actions

Me: "you are still stopping too soon, ask yourself 'and' do you 'want' to do this?"

G: Thought: "I can't do that, yet ... but it might be a great adventure and I really do want to do this".

G: Feeling: 'motivation'

G: Action: movement towards successful outcome.

G-Guys' feelings are just chemical sensations in response to thoughts, not environments as is often mistakenly believed. Those sensations often referred to as nervousness can change to excitement and even motivation when the internal dialogue is more supportive.

Why not try out the mind experiment yourself?

Take an "I can't" thought:

switch the full stop to a comma

add some 'yet, but, and ...'

aim towards what might be possible

be clear about the rewards you seek

Notice that the resulting feelings of satisfaction, accomplishment and even triumph, come from the inside, and happiness is, after all, an inside job!

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[Kay Cooke](#) is a Licensed Trainer of Neuro-Linguistic Programming® based in the north of England and also London. She works internationally to facilitate learning, develop creativity, and teach flexible thinking, adaptability and resilience in education, business and health.

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Announcing:

THINKING ON PURPOSE

Thinking on Purpose is an indispensable guide to anyone who wants to make changes in their life. Most people don't really 'think'. They 'remember'. That's why they are often destined to repeat the same negative patterns over and over again.

Dr. Richard Bandler, the genius behind NLP who has changed the lives of millions of people through his life's work, teams up with Owen Fitzpatrick and Dr. Glenda Bradstock to offer you a 15 day, step by step guide to thinking smarter, better and on purpose so you can build a much brighter future.

Available at Amazon, Apple, Kobo, B&N on March 1st 2019. Available in your local book stores today

Dr. Richard Bandler, Owen Fitzpatrick and Dr. Glenda Bradstock

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Are Weight Scales a Nominalization?

by **Andrey Bright**

What am I doing wrong? I went to the gym three times a week, I've been eating nothing but salad once a day, but the scales won't budge.

Now, If you had a bit of NLP training, and somebody walked in and said, "Help, there's an issue with my motivation", you could reply with: "Well, put it on the table and let's take a look".

By the same token, if someone says, "Help, there's something wrong with my weight loss", we can reply: "Well, just get a new one at the store, I heard it's on sale".

Because weight-loss is not a thing, it's a concept, an abstraction that encapsulates a whole lot of things

...

To add to the insult, the human mass* consists of several sources: fat, muscle, water, bones, brains, etc. The fat can further be chunked down to essential and nonessential. Same goes for muscle. Same goes for water: essential water, and water trapped by nonessential tissue. That's right, people really don't think about it but their extra skin also weighs something.

So, which "source" are you actually trying to "lose"?

Let's pause for a second. Because the three primary components of a well-formed direction are:

1. knowing what you want.
2. Have an idea how you're going to get there, and
3. Have sensory-based feedback to measure progress.

Spoiler alert: "I want to lose weight by diet and exercise, while using scales to measure progress" violates all three ... resulting in hard work for temporary unsatisfying change.

Now let's go back to 'What are you trying to lose'? With just a little help the person may come to a conclusion that they want to lose extra fat while keeping the healthy portion. With some further help, they may conclude the same about the muscle: bloated muscle gone, while lean muscle mass increased. What is the *most important* muscle in your body anyway?

Now the next question is "Can bathroom scales directly measure the change in nonessential fat or muscle" - and the answer is ... "no"*. Can your bathroom scales measure the behaviours, and all the enjoyable work you've put in? - and the answer is ... "no".

Can your bathroom scales measure, whether you're creating a life worth living - "no, no, no"!

Conclusion:

"I need more confidence" - does not really tell us what is going on with a person.

"We have an issue with communication" - does not paint a picture of what's going on in the business.

"The numbers on the scale won't budge" - just gives us a sense that it can mean a whole bunch of things.

Quod Erat Figurantum

* weight = mass x gravity, when the object is not accelerating

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Andrey Bright is a Licensed Trainer of Neuro-Linguistic Programming® based in Toronto, Canada.

Interested in making a difference in your life or the life of others using NLP?

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This is why we have launched NLP ETERNAL, a 24/7 streaming service that aims to make NLP Store's content available to everyone on a subscription basis available at

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For the latest books published digitally by authors Dr. Richard Bandler, John La Valle, and more please visit the experiential publisher New Thinking Publications at

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This edition, with new introduction by Richard Bandler, is fully revised
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We also have a page set up for Richard Bandler. [You can see his page by Clicking Here](#)

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Regards,
John La Valle

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