

# NLP-Newsletter.com

From Our Minds to Your E-mail

## John's HOT NLP Tips May 2020 Issue More than 21 Years on the Internet Without a Single Miss!

*When traveling the globe, I personally use this program and it has been an absolute super addition to my traveling office:*

Access Your PC from ANYWHERE. Easy. Secure.

Revolutionary remote access technology allows you to access and work on your computer from any Web browser. [Free Trial - Click Here](#)

GoToMyPC™

[Download this NLP Hot Tips Newsletter Here in PDF Format](#)

[Did someone you know send you this and you want to subscribe? Go ahead . . . It's FREE!!](#)

1. [GET READY TO GO OUT AND PLAY - John La Valle](#)
2. [EXCELLENCE ON-LINE - Kate Benson](#)
3. [INTEGRITY - WHAT'S YOUR BRAND? - Pam Castillo](#)
4. [WHERE CAN I FIND WHAT ELSE IS HAPPENING?](#)
5. [SO, WHAT'S COMING UP?](#)

---

## Get Ready to Go Out & Play

John La Valle

I've recently been doing some webinars recently because I've also quarantined during these times. The other day I was on one about persuasion and someone asked me a question, which I thought was a very good question. They asked, "What specific action can I take to tomorrow?"

I realize that because of some of the "techniques" that have been developed in NLP are very fast, that's very different than learning how to implement strategies as learned in steps. So, in a very few short moments, I calculated my response by asking myself one simple question, "How can I respond to that question in a way that would both give a very short answer, and yet a strategy that would also give the person an informative and useful response?" Now even though strategies can be comprised of many steps, and can also be triggered to a "meme" that would represent the entire strategy.

For example: Think about the steps to take to get out of bed in the morning. Once you awake, eyes open, what do you do next? Do you say something to yourself, then see images of the events for the day? Perhaps seeing yourself making something for breakfast or making coffee? having breakfast? taking a peek into the internet to check your facebook account, emails, etc.? While all of these have strategies unto themselves, thinking of these then causes you to get out of bed.

So, in a very short couple moments, having considered that the person asked me the question during this virus pandemic, my initial was, "Get off your butt and do something!" While "something" is a non-

referring noun, it represents what it means to a person. Then I continued: "Get out of your pajamas, get dressed". Take a shower, shave, do the things you would do as if you're going to work!" "Ladies, do your hair, whatever you do, put on your makeup, if that's what you do in the morning."

You see, we all have regular "routines", or whatever you call them, on what we would call regular days, etc. Once we're at home, as we have been, for a long time, sitting around, watching television, watching movies, etc. do we "get lazy"? Yes, in a way. We're out of our "regular routine."

So, as it seems that someday, hopefully soon, get back to your routine and "practice" going through your "regular" as best you can. Be busy, do some chores, whatever you'd do.

This is one of the best ways to get through the boredom and then when this is all over, it will become easier to get back to your real routine.

There's no harm in doing this, it helps keep from eating, snacking all day, etc. and you'll feel much better for it!

And you thought NLP is complicated!

Enjoy,  
John La Valle

©2020 La Valle, all rights reserved in all media.

---

### Coming Up:

***All May and July seminar dates are being postponed to August, September, or October.  
Announcements will be made as soon as we can determine that it is safe and travel is free flowing.***

**[\\* 3 Days with Richard - Dallas/Fort Worth, TX](#)**

**[\\*Licensed Practitioner of NLP\(TM\) - Orlando, FL - Richard Bandler, John & Kathleen La Valle](#)**

**[\\*Licensed Master Practitioner of NLP\(TM\) - Orlando, FL - Richard Bandler, John & Kathleen La Valle](#)**

**[\\*Charisma Enhancement® \(Trainer Training\) - Orlando, FL - Richard Bandler, John & Kathleen La Valle](#)**

**[\\*Licensed Advanced Hypnotic Practitioner - Italy - Richard Bandler, John La Valle & Kathleen La Valle](#)**

**[\\*Check Out The Others with Richard Bandler Here](#)**

**[\\*Licensed NLP Coaching Trainer - July 2021 - Orlando, FL For Licensed Trainer\(s\) Of Neuro-Linguistic Programming®](#)**

**[\\*Check Out The Others with Richard Bandler Here](#)**

Be Sure to visit Our Other Sites:  
[NLP Seminars Group International](#) - [Pure NLP®](#)

---

## [Excellence On-line](#)

**by Kate Benson**

As we are all aware, the restrictions on face to face meetings over the past few months have led to an explosion in on-line working. This provides exciting opportunities for new learnings and as NLPers we are at the leading edge of change work.

John and Richard recently provided very helpful guidance about what NLP training trainers could deliver on –line. I thought it would be a good idea to provide some guidance as to how we deliver learning on-line. So here are 4 of my top tips.

### **Say what it does on the tin!**

Be clear about what you are delivering. This may seem obvious but even the term ‘webinar’ is often miss-used and confusing. People advertise videos, recordings of seminars, advertising promotions and power point presentations as webinars. I prefer to say what I am doing up front so as not to frustrate or disappoint my learners. Such as: This is a live interactive training.

### **Emphasise the 3 EEES Excite Enthuse and Engage.**

All good trainers pay attention to their set up and introduction. Whatever you do normally, do more of it. All learners do a cost benefit analysis on a moment by moment basis. If your students have paid you, traveled to a venue, organised their obligations so they can attend, they are already invested in being there and are much more likely to stay the course. If all they have done is enrolled and shut the office door, they can be easily lured away by distractions so you need to be much more engaging and exciting than normal. I could easily add two more Es, **Empathy and Energy**. Balancing your message with empathy and the precise level of energy is a skill that many trainers could do to pay attention to.

### **Use the 20 minute max rule.**

The received wisdom is that webinars should not last more than an hour. This is good advice if you are simply going to impart your wisdom to your audience. However even this can be too long for some people. Dr. Bandler can hold an audience in rapture for hours.

Most of us cannot! The reasons for this are for another day, however if you ensure you change the activity, modality or process every 20 minutes you will keep your audience engaged. Passivity is the enemy of good learning so use all the tools you have on your platform. You can use polls, slides, break out rooms, group discussions, personal reflection, quizzes – the list is endless.

### **Make your questions into quests.**

When your learners are sitting quietly listening, you can engage their internal world and their learning by asking questions. The better the quality of question the better the learning or put another way a dumb question leads to a dumb answer so here are some suggestions:

\* Create open-ended questions that learners can explore and apply the concepts that they are learning.

- \* Model Socratic-type probing and follow-up questions. "Why do you think that?" "What is your reasoning?" "Is there an alternative strategy?"
- \* Ask clarifying questions that encourage students to think about what they know and don't know.
- \* Use the Meta Model to engage learning.

Enjoy and have fun!  
©2020 Kate Benson

---

Kate Benson is the International Director of Education for the Society of NLP™  
She is the Co-author with Richard Bandler of [Teaching Excellence](#), the definitive guide to NLP for teaching and learning. [GET YOUR COPY HERE TODAY!!](#)

[Back to the top](#)

**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**

**[Order Yours Here Today!](#)**

---

## Integrity - What's Your Brand?

by Pam Castillo

Integrity . something I value very much, expect of myself, and want in others I surround myself with and choose to do business with.

So what is integrity, really? Dictionary.com says this:

noun

1. adherence to moral and ethical principles; soundness of moral character; honesty.

2. the state of being whole, entire, or undiminished;: to preserve the integrity of the empire.

MY reiki master taught me a definition I prefer above all others: "Integrity, is doing what you say you're going to do." ~Dan Pure.

This takes the relativity out of the behavior.

IF integrity is as the dictionary defines it, then behaving with integrity is relative to one's personal definition, moral and ethical principles, character, and honesty. Even honesty is relative to some. In this definition, the possibility of miscommunication between people is highly likely because each may have differing levels of integrity and the consequences of a miscommunication here can be disastrous. Simple example:

Someone tells you he or she will pick you up at 4:00 but failed to time manage himself or herself in some way and left you waiting for an hour. In that hour, you could have lost wages, options to do other things, or worse, could have missed an important meeting potentially changing the course of your life, all the while, the person who said, "YES, I'll pick you up at 4:00" has several "excuses" as to what prevented him or her from keeping to his or her already agreed upon promise or commitment whatever you want to call it, such as: I lost track of time, I ran out of gas in my car, someone kept me on the phone, I was in the middle of a big sale, etc. ALL of those actions amount to personal choices that overrode the previously agreed upon promise/commitment and to some, may feel justifiable. And therein lies the miscommunicated or uncommunicated meaning of the promise/commitment. For one person, the promise is only a promise unless something that person wants more presents itself and for the other person, a promise is absolute and not relative. Now, I'm not talking about circumstances beyond one's control, like a death in family, a trip to the ER, an earthquake, or the like.

IF on the other hand, we adopt my favorite and guiding definition of integrity; simply doing what you say you're going to do, then it's far more absolute, reliable, and "my word is golden", with the only acceptable exception being circumstances truly and honestly beyond one's control. With this behavior, one's integrity is predictable and therefore on the rare occasion when circumstances truly are beyond control and prevents the promised/committed action, a reasonable person is understanding and there was no miscommunication in the promise/commitment. This in NO WAY prevents someone from making good business / personal decisions and change in plans. It will prevent one from taking the easy way out of a promise/commitment and hold one to a personal standard. There is much to be learned from honoring a promise/commitment when it turns out you wish you hadn't taken it on. It means next time you have more information and clarity with which to choose what kinds of things you will take on; you can learn how much time is needed for things; you can learn how much of your own time you are willing to give; and you can learn to build a strong neuro pathway of integrity of being the person who simply, consistently, and happily does what he or she says he or she will do. Confident people have little to no struggle with integrity because they simply make the best decision to accept or deny requests and simply process the results as feedback for next time. Their word is golden and if they learned they had to fulfill their word in a way they didn't really fully realize, or want, they learn the most valuable of things about/for themselves, and learning is taken as favorable.

WHAT is your personal standard of integrity for yourself? Is your word golden or not? If your word is golden, then it doesn't matter if you want to keep your word, changed your mind, something causes you some hardship, etc. You simply take the necessary actions to make sure you don't run out of gas and forward think what has to happen for you to keep your word to act with integrity. What motivates these courageous actions/behaviors? The importance of your word overrides your possible lack of planning, lack of telling the caller "I'm sorry, I have to pick up someone at 4:00 so I'll need to call you back so I can be there on time", and your dislike of what you'll now have to do to keep your word.

WHAT are some of the behavioral changes you can make to amp up your integrity, if it's important to you?

- You can move the needle and find greater balance on your metaprogram of self/ other directedness and learn ways to become more selfless when it's appropriate.
- You can amp up your courage to say "NO", when something stands between you and your integrity.

- You can use the motivation direction metaprogram to work with what will work for you to motivate you to change and become a person of integrity, consistently. Is it more motivating to be a person of integrity or is it more motivating to not lose the respect of yourself and/or others when you fail to act with integrity? Working with what truly motivates you may reveal the strategy of how to make changes.
- You can learn more self-discipline by finding the strategy in areas you are highly disciplined or if you have none of those areas, you can elicit the strategy of people who are highly disciplined and model it until it becomes your new behavior.
- You can learn how to make well formed goals so you can decide in advance if you should make the promise/commitment in the first place so you can easily have the integrity you want to be respected for and meet your own standards and feel good about yourself.

ON the other side of the coin, you can learn to recognize when others don't have these types of hardwiring in their character and avoid the miscommunication that's likely to happen with these people. They won't have the integrity you want in your interactions. Plan for that – so if you really want to be picked up by 4:00, have your list of go-to people that have the brand of integrity you want to associate with and you have sensory based evidence of it. They are on time because their word is golden and it's consistent.

SO, behaving with this brand of integrity is a win-win-win situation. THEY win because you did what you said you would do for them. YOU win because you strengthen your neuro pathway of behaving with integrity and possibly learned new things about you and life in general, enabling more confidence. THE WORLD wins because things move forward and advance in harmony.

©2020 [Pam Castillo](#)

---

[Pam Castillo](#) is a Society of NLP Trainer, and owner of [Clarity Institute](#) in Los Angeles, NLP Mentor to NLP Practitioners, Master Practitioner's and Trainers, and Author of [52 NLP Skill Builders](#)

Links:

Clarity Institute: <https://nlpclarity.com>

NLP Mentor: <https://nlpclarity.com/nlp-quickl-transform-problems/consulting-for-the-nlp-community/>

52 NLP Skill Builders: <https://nlpclarity.com/products/52-nlp-skill-builders/>

[Back to the top](#)

**Over many decades of the continuing development of Neuro-Linguistic Programming, we have collected hours upon hours of content featuring Dr. Richard Bandler and John La Valle, documenting the evolution of the technology through audio and video. Up until now, this content has been sold on NLP Store only in cassette tape, VHS, CD, and DVD formats made available all around the world. While these have been the only formats to receive the content officially, we believe that there is a better method to make some of the most important NLP-related content available to everyone on a platform that can adapt with the times without concerns about mediums becoming obsolete.**

**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**

<https://www.NLPEternal.com>

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

<https://www.NewThinkingPubs.com>

The next program for [Licensed NLP Coaching Trainer™](#) announced!

Congratulations to our most recent 2019 class in London and the full list is at <https://www.nlpcoach.com/>

THE FINEST NLP INSTITUTES AROUND THE WORLD: check them out for your NLP programs!

[NLPBot.com](http://NLPBot.com)

[NLPTrainers.com](http://NLPTrainers.com)

[NLPInstitutes.com](http://NLPInstitutes.com)

DVD's:

[Banishing Phobias - Richard Bandler: Get This Here by Clicking Here](#)

[Secrets of Success - Richard Bandler: Get This Here by Clicking Here](#)

LATEST RELEASES!!

## **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**

**[Order Yours Here Today!](#)**

---

**TEACHING EXCELLENCE**

**The Definitive Guide to NLP for Teaching  
and Learning**

***Richard Bandler & Kate Benson***

**[Order yours today here!](#)**

**<https://newthinkingpubs.com/shop/>**

**Magic in Practice: Introducing Medical  
NLP**  
**The Art and Science of Language in  
Healing and Health**

***by Garner Thomson with Dr. Khalid Khan***

This edition, with new introduction by Richard Bandler, is fully revised  
and updated

**Available Here:**

**[Amazon.com](#)**

**and**

**[Amazon.co.uk](#)**

**Check This Out:**

**The Best You**

Filled with advice on getting things done, confidence, self esteem, motivation, focus, feeling and looking great and doing whatever it takes to help you improve your life, The Best You is an antidote to bad news and feeling stuck in life.

What's more, this is far more than a magazine. Contains video interviews with celebrities and big names, who share their advice, their experience and their observations on life. Just click through to watch the interviews - which gave yet more advice and tips.



In all, The Best You is a smart, multimedia experience that will inspire, inform and entertain all at once - and guide you to become

## The Best You

Want More Great Ideas? Want More Great Advice? Want More Great Information?

NLP Life Talks for YOU Click Here!!

Let me invite you to create your own dedicated Expert Page on [www.SelfGrowth.com](http://www.SelfGrowth.com), the # 1 Ranked website for Self Improvement on the Internet, getting over 1 Million visitors per month.

[Your Expert Page on SelfGrowth.com](#) will enable you to expand your online presence, promote your products and services, and network with other top experts in a variety of fields!

There is no cost. [You can see my page by going Clicking here!](#)

We also have a page set up for Richard Bandler. [You can see his page by Clicking Here](#)

To Become a Member of the SelfGrowth.com community, [Go to This Link Here](#)

It's a great free way to get extra exposure for your business, your website and for yourself!

Regards,  
John La Valle

## SO WHAT'S Coming Up?

***All May and July seminar dates are being postponed to August, September, or October.***

***Announcements will be made as soon as we can determine that it is safe and travel is free flowing.***

**\* 3 Days with Richard - Dallas/Fort Worth, TX**

**\*Licensed Practitioner of NLP(TM) - Orlando, FL - Richard Bandler, John & Kathleen La Valle**

**\*Licensed Master Practitioner of NLP(TM) - Orlando, FL - Richard Bandler, John & Kathleen La Valle**

[\\*Charisma Enhancement® \(Trainer Training\) - Orlando, FL - Richard Bandler, John & Kathleen La Valle](#)

[\\*Licensed Advanced Hypnotic Practitioner - Italy - Richard Bandler, John La Valle & Kathleen La Valle](#)

[\\*Check Out The Others with Richard Bandler Here](#)

[\\*Licensed NLP Coaching Trainer - July 2021 - Orlando, FL For Licensed Trainer\(s\) Of Neuro-Linguistic Programming®](#)

[\\*Check Out The Others with Richard Bandler Here](#)

Be Sure to visit Our Other Sites:

[NLP Seminars Group International - Pure NLP®](#)

[NLPEternal.com](#)

[NLP-NewsLetter](#)

FUTURE ISSUES will include more favorite topics, more tips for MORE EXQUISITE CUSTOMER SERVICE, STRATEGIES, MORE LANGUAGE USAGE, and of course, other areas of interest.

WE'RE LOOKING FOR SUCCESS STORIES OR, if you have a HOT TIP, or some VALUABLE RESOURCE you'd like to share (another word for promote), e-mail me and let me know. We prefer for it to be NLP related, but if it's really good . . . If I decide to use it, I'll be sure to mention your name and give credit to whom it belongs.

JUST E-MAIL YOUR IDEAS, tips, resources to:

[Newsletter Tips](#) and I'll be sure to look it over. IT COULD BE YOU!! I may, or may not use it, of course, but thought I'd let others contribute and have a chance at success, as well. If you decide to send something, please make it fun to read and to the point.

FEEL FREE TO SHARE this with your friends, colleagues, and others who may be interested. The only thing we ask is that you send it intact with all acknowledgments. Or better yet, just have them visit here: [Send Your Friends!!](#)

[Back to the top](#)

©2020 La Valle, all rights reserved in all media

[Back to top of page](#)

[\*\*Did someone you know send you this and you want to subscribe? Go ahead . . . It's FREE!!\*\*](#)

