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John's HOT NLP Tips November 2003 Issue

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HYPNOTIC WRITING

John La Valle

With a number of requests for information on hypnotic writing, I thought it a good idea to get started here and knowing there are other resources available I started wondering what it could be about writing hypnotically that so many people are thinking it is such an elusive subject. Then I realized that perhaps it's not the hypnotic writing as a technique that is elusive, but peoples' ability to recognize "how" hypnotic they can be with a purpose in mind and it's the purity of that purpose that perhaps is more elusive for some than for others because it's not the laying down of the ideas that's important, it's the foreplay of thought that determines the readiness of the pursuer to play in just the right way the reader relaxes excitedly anticipating then enjoying the pursuit so that both are satisfied through the consummation of the whole experience.

I remember my first time . . . being absorbed into a story about something that intrigued me enormously, even though the actual topic is irrelevant at the moment because it started quite innocently as I first read with deep curiosity and anticipation, even during the opening paragraphs of what I was reading, while I was more and more consumed into what it was I hadn't yet known, and wanted to because the story wasn't just about the story as much as it was about desire: wanting to draw me into an experience in my mind that was as real as could be inside in such a way that whatever was on the outside didn't matter as much anymore and perhaps even at all because my attention focused inside on the experience that was unfolding.

Experiencing stories so vividly, like the ones told by great story tellers, the ones that spark every sensory receptor triggering connections in each cortex, from clean bright images to crystal clear sounds, tingling sensations from the surface of your skin to the deepest fiber of your bones, is what creates ideas so profound that they blur the differences between what is reality and what is hallucination, and since it can be very difficult to distinguish these difference means you can build realities around how well you can conversationally and naturally weave the fabric that will be present inside your mind with any subject you want and propagate that to others.

The subject of language, specifically the Meta/Milton Model patterns in some of the earlier NLP books, has been the subject of much illusion, and even taboo, that escapes people from time to time because most are trying to make a distinction between the models when, in fact, they go hand in hand and are used by everyone each and every day in intercourse together so seamlessly that the purposeful use of language hypnotically seems elusive when it is right there at the tip of your tongue anyway. It's what's done "on purpose" that conveys our ideas so elegantly and easily predicates them amongst others. I've been attracted to many ideas throughout my life and yet none so strong as how

well we can trance mit our thoughts to one another and still another. Hypnotically or not, the elegance of communication is that it is hypnotic naturally, and the only questions to consider are: how hypnotic can we be as we move naturally from altered state to altered state because as the definition of hypnosis is being induced to moving from one state to another state, and the definition of altered means from one to another as in the choice between two, we can only move from one state to another and to another and to another and so the mere simple way to write hypnotically is to go into the states you want your readers to enter easily and describe your experience to them, or what you want them to experience, keeping in mind that the words are not the experience, the experience is the experience and they are induced to participate.

With a full range of choices in language possible as a prerequisite to precise hypnotic communication, there are then the considerable variables between inducing and seducing before introducing your chosen message, or massage of your ideas, because the range between inducing and seducing is not as wide open as it seems by definition and yet can be that deep experience that waltzes smoothly as you tickle your readers in just the right places at just the times to get just the right responses, knowing the risk and yet daring to be playful as if to get caught, but not so obvious that the intercourse is interrupted but continues elegantly for as long as you want before coming to the conclusion you want your readers to come to.

Writing as you may speak is one sure way to learn to write in such a way that you can take your readers from one sate to another while releasing your ideas explosively inside . . . their minds.

And with as many states as is possible, and as many ideas as is possible, from selling you own products or services, to just writing stories to entice them before intertwining them into whatever your message is, I'm wondering how you may have been so hypnotically persuasive in other times and in other places than you thought you could be, and yet are without even knowing it.

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A regular reader and longtime friend, Michael DeBusk sent this link in and it is very entertaining and worth a look!!

[Linguistic Phenomena/Devices](#)

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5 Sizzling Secrets To Outrageous Word Of Mouth Success!

By Martin Russell (with Michael John)

It shocks me! It really does! Word of mouth is one of the best ways to grow a business. It's free, or at most costs very little. But very few businesses use it to anywhere near it's potential!

Consider this: if you got just one referral from each one of your customers, you'd double your customer base! So, how do you maximize word of mouth? Here are 5 secrets I used to grow my last business by 237% in just 23 weeks, solely using word of mouth!

1. Love your customers.

This is, in my opinion, the most important, yet overlooked element of creating endless referrals. It makes me sad when I see so many businesses focusing more on profits than on people. I believe that focusing on profits alone is very detrimental to success. Word of mouth success comes from looking beyond just profit into how you can enrich your customers lives.

2. Create an amazing experience!

If you can make doing business with you an amazing experience, your customers will tell a lot of people. People want amazing experiences! Let me give you a great example. There is an Australian

accountant who placed his desk on a balcony which backed onto a golf course. He setup a tee-off area for his customers to practice golf while he consulted with them about their finances! Isn't that amazing? Obviously, you don't have to go to these extremes. Just a little extra touch can make dealing with your business that much more of an amazing experience!

3. Give your customers incentives for giving you referrals

If you're being passive about referrals then you're sitting on a gold-mine. When I grew my last business we were very active about getting referrals. For example, every customer received a 'referral kit' that entitled them to refer people, and get rewarded for it. They could get free gifts, such as a half-hour back massage voucher, for referring a friend. We got these vouchers for free from a local masseuse because we were introducing her to new, and potentially lifelong customers!

4. Make it easy for customers to give you referrals.

If you want to get lots of referrals, you must make it incredibly easy for your customers to tell their friends. Don't expect them go way out of the way to help you grow your business. Make as simple as possible.

5. Ask at the right time!

When is the best time to ask for referrals? I want to let you in on a great little tip! The best time to ask for a referral is when your customer is on a high because you've delivered so much, or have gone beyond what they expected. But don't worry, if you hate asking for referrals face to face, why not write your customers a personal letter that reinforces how much you appreciate them, gets them on a high, and then asks for the referral!

So go a create a word of mouth stampede for your business. It's the easiest way to grow your business profitably. And by knowing these 5 secrets, you're already ahead of the game!

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Get Martin Russell's **FREE** [8-day "Word Of Mouth Secrets" mini-course](#) to get behind the scenes to learn more about the most profitable and reliable way of driving customers into your business, forever.

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NLP Goes to the Dogs

By Robert H. Brandau

Every dog trainer in the world is using applications of NLP, whether they know it or not.

First, they have to be able to read a dog and track attention, so expert [calibration](#) skills are needed. Dogs communicate so effectively with each other they rarely have conflicts or arguments. They do this by recognizing and using very subtle cues, which reveal intent. After working with them for my entire life, I am able to recognize those cues and participate in some of that language. I identify which sense the dog is using to track, such as [scent \(olfactory\)](#), [vision \(visual\)](#) or [sound \(auditory\)](#). I need to answer the question, "Where is their attention?" This is the most basic NLP premise.

Next, a trainer needs to be able to [anchor](#) behavior, which requires timing, knowledge of the senses as well as elicitation skills. You elicit behavior and anchor it to a repeating stimulus, like 'sit', instead of jump, when company comes over to visit. And finally a trainer must be able to [pace](#) in order to develop [rapport](#) and lead.

Once you get the dog to follow you by moving in such a way that the dog is forced to chase after you and keep changing pace to attract attention, eventually the dog will not let you get away. By getting the dog to pay attention to you he cannot pull, run away or jump on your visitors. If the dog is paying attention to you and obeying your "sit" and "stay" command, can it jump on visitors? What I do is alter their way of being in the world by leading them. This is natural and done within a positive frame through praise and reassurance. Attention is the key to them being "off leash". When working with attention and teaching behaviors, escape from all the stress and negativity of situational type corrections. The mental stimulation and bonding created by teaching a dog to problem solve creates higher intelligence and a better temperament.

Dog training occurs at the nonphysical, mental level, using attention to make contact. When you communicate with dogs using body language and auditory stimulus, you elicit and anchor dog attention using voice commands, sounds and gestures or movements. But if the dog ignores you, the only sense left worth using is physical stimulus. I find food and perfumes to be unreliable in training, except for tracking. Using physical stimulus interrupts what the dog is doing and elicits a state in the dog of "What happened, where are you?" The state "What happened, where are you?" creates a need in the dog for the pack and the leader, so you can rescue the dog and become leader. Creating a sense of urgency in the dog to pay attention and follow you trains the dog to stay with you off leash.

Attention is everything.

I [anchor](#) dog attention to the dog's name by saying their name and praising them for responding. If they don't respond I use physical stimulus. By chaining praise and/or physical stimulus to their name it causes the dog to pay attention and to follow me. This is the same as saying, "Sit" and eliciting the sit posture in the dog. Now the word elicits the posture.

I also [anchor](#) dog attention [visually](#). I do this by petting them and breaking physical contact when they look away, causing them to look for me. Then I reinforce them looking for me by touching them. I make sure to maintain my space and not confuse the dog by letting them crowd me.

The right attitude is necessary for [rapport](#) to occur. You must be in a good [state](#) or the dog will not want to deal with you. You must be aware of your body and what it is "saying" to the dog. ***Every movement and posture has meaning in the animal world.*** You can test your [pacing](#) skills by reading a dog's reaction to you. And when you understand this you can intentionally elicit the responses you want with your body. All you have to do is control your state and pace and lead.

I also use NLP to desensitize a dog from separation problems by [future pacing](#) them to wait for me when I'm not there. And elicit and anchor hesitation to correct aggression.

NLP can help you become a better dog owner. Every dog owner wants their dog to listen to him or her off the leash but very few ever attain true off leash control. Yet, when they learn NLP they can.

Robert H. Brandau is the Training Director for [Canine Companions](#) and has been training dogs professionally for over 31 years. Besides certifications in hypnosis and NLP (He trained under Joseph Riggio and John La Valle), he is a Certified Master Dog Trainer and also holds a Ph.D. in counseling. Robert Brandau lives the American Dream: when he isn't traveling around the world training dog trainers you will find him with his family and his dogs.

For information on becoming a Professional Dog Trainer or to get your dog trained, go to [Canine Companions](#) or call (973) 875 - 5016.

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Where Can I Find It?

OUTRAGEOUS WORD OF MOUTH SUCCESS - *Martin Russell (with Michael John)*

Instant Sales Letters: Ready to Use!! - *Joe Vitale Again!*

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Mark Joyner really did reveal everything - since he is no longer in the Internet marketing information business, he literally had no reason to hold back all of his secret techniques.

The good news for you... After a lot of pleading from owners of the Farewell Package, Mark finally agreed to let us offer a limited number of the 'Audio only' portion of the Farewell Package (at a fraction of the normal price) to other people.

You won't find this anywhere else, and because he pulled in a favor with a friend to handle all of the details of providing this package to the public (since he is out of the business) there are only going to be **1000 copies of the audio interviews available... and they can only be obtained from this private link:**

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La Valle

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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), email 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.

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This is another part of The Magical Structures Series. These are excerpted from a [Neuro-Hypnotic Repatterning](#) seminar with Richard Bandler and has 3 sessions:
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