

John's HOT NLP Tips December 2002 Issue

GUERRILLA MARKETING BOMBSHELLS
**Why will it only take 28 minutes a month for
Guerrilla Marketing Bombshells
to increase your profits?**
Jay Conrad Levinson of Guerilla Marketing Fame
has put his name
behind this new and only project of its kind!!

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Switching Those Directions - Sequencing

John La Valle

Another of the elements we teach in [Persuasion Engineering™](#) is about direction.

One of the things you'll hear lots about in the land of NLP is about setting direction. But I've found that while many people talk about it, most don't know how to use it in everyday conversation. It's one of the most useful patterns to track for many different reasons.

It first requires you to have the ability to listen, I mean really listen. Track each and every word in sequence as the speaker speaks. This is the skill that works best. I've even heard various and different arguments about different "models", "expressions", etc. of NLP, and such. And there are some people who do understand that there is a distinction between the skills of NLP, and the techniques, or *recipes*. While the recipes are one way to understand ways of *using* NLP, without open sensory channels, you're apt to put what *you* want in your prospect's mind without considering how exactly to make it fit in there. And if it doesn't exactly fit for them, then it doesn't exactly fit for them. Period.

So, PureNLP is about those fine basics, making those fine distinctions at the sensory based level, the way the originators of NLP intended. The deep structures (internal representations) are best influenced through surface structures (sentences, utterances). Other modalities can and may be used, of course, but since what we use most in Sales & Marketing is language, both verbal and written, we'll use language for an example.

Now, let's look at something a client, or customer, may say: "I really want it, but I can't see buying it."

In this example, there are 2 very critical elements in this example. The first and most critical is the sequence. When you say this sentence, notice that there is a *stop in the process* after saying it. There's no place to go from here.

When you change the sequence to: "I can't see buying it, but I really want it." Notice what happens to your internal representation(s)! It leaves open the direction, a place to go to next. So, there are different ways to have the customer/client do this. One way is to tell them to tell you that they can't see buying it and listen to them finish the rest of the sequence.

The second critical element is the submodality shift opportunity in the sentence: "Can't see buying it." Again, in most cases, not all, but most, the generalization is that when associated to the image in the future, they most likely will *not* engage the activity. When they are dissociated in the future, they most likely *will* engage the activity. Most of you have heard or said, "I can't see myself doing that", as the presenting challenge. Well, if they could see themselves, they'd be doing it easily. Simple.

So, to change this, when they say, "I can't see buying it", you've got to challenge it with: having them say back to you: "I can't see myself buying it?" and let them finish the sequence. The interesting part here is that because of the submodality shift from see buying it to see myself buying it, whether they can or can't, the submodality shift happens anyway. Now the remainder of the sequence kicks in and takes over into the new direction.

So, have fun with this!!

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[Persuasion Engineering™ - Richard Bandler & John La Valle](#)
Orlando, Florida, February 2003

[Adventures For Everybody™ - Richard Bandler & John La Valle](#)
Orlando, Florida, February/March 2003

[Charisma Enhancement™ - Trainer Training - Richard Bandler & John La Valle](#)
Orlando, Florida, March 2003

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GetaGrip! (Hypnotic Sales Language)

Steve Boyley

After attending 1997 NLP Master Practitioner Training by Richard Bandler and John La Valle, I began using NLP to hypnotically gain more customers for a company of mine. The program was very successful.

My home based company in North Western Canada, supplies large lumber and plywood manufacturing plants with GetaGrip! It helps their transfer rolls grip the lumber at high speeds. My company had done quite well for 5 years, dealing with customers within a 7 hour driving radius.

These customers consume a logging truck load of logs in minutes and turn it into finished lumber using high tech robotic machines full of furiously spinning laser guided saws. In 1998, the lumber industry began the worst downturn in profits it has ever seen.

I had to do something fast. Customers with less money to spend, meant we were going to need more customers. It's very expensive to send a salesperson out to call on each customer with the sample and pictures, it often takes hours just to drive from one to the next. So I began a 12 month program of sending a smaller sample, one just the right size to be a pen holder, along with color copies of the pictures, to appropriate people at every major lumber and plywood manufacturing plant in North America! The salesperson stayed home on the phone to follow up on the mailings as they went out.

The following 'follow up script' immediately overcomes the main doubt a prospect may have, "Will this stuff work?", and moves the prospect to "Where am I going to put this GetaGrip!?". First the 'script' and then the audio, so you can tell the difference.

Here's the script: :-> represents where the prospect is likely to speak.

(Gain vocal rapport during introductions) :-> I sent you a sample and photos of GetaGrip! :-> You do have it handy, have a moment, to look at it? :-> Do you, have it in hand, right now? :-> Good! You grab hold of it, you feel good, traction between your hand and the GetaGrip! lets, you know it works. :-> You look at the pictures you'll see places, you know, where GetaGrip! is needed. :-> (Discuss GetaGrip! applications to optimize operations) When you want GetaGrip!, on your rolls, we have a calculator that will calculate materials, labor time, and most importantly... roll speed. Just tell me, the roll diameter? :-> How many, feet or inches of GetaGrip they need? :-> And the number of, rolls you are doing. Now, or whenever, you are ready. :-> (Begin order process). Oh! And that sample? Works great as a pen holder on your desk! When someone comes in with a problem, as they often do, just toss it to them and tell them to GetaGrip!

[Now hear the difference, click this link for an audio file: http://www.nlpmind.com/getagrip.htm](#)

One time sales cost: 12% of the gross profit, of a minimum sale, per new customer gained. Many purchased more than minimum on their first order, some as much as 10 times more.

Results: From 80% local market penetration to 61% North American market penetration, within 12 months. About 80% of those became repeat customers that continue buying over the phone today.

©Steve Boyley

Steve Boyley MCHT.
Licensed Trainer of NLP™. Webinar host.
Steve will be hosting a Webinar with me on Monday, December 9, 2002 on Persuasion Engineering™. For information and how to get onto PalTalk for the Webinar, contact:

[Steve Boyley: nlp@nlpmind.com](mailto:nlp@nlpmind.com)

Steve is in Vancouver, Canada and draws an international group of participants for his seminars:

Check out his: [AFFORDABLE NLP™ PRACTITIONER TRAINING](#)

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Do You Want People to Like You?

Marcia Yudkin

Do you want people to like you? This near-universal human desire can hinder the growth of your business.

According to Marketing Minute subscriber Steve Clark, a sales trainer and proprietor of [SalesWarrior.net](#), people whose need to be liked outweighs their need to take money to the bank fear upsetting potential buyers. They waste time with prospects who will never buy, never ask fence-sitters to make up their minds, and accept "maybe" because they dread "no."

I've seen clients of mine drop promising opportunities out of fear of being perceived as a pest and delay raising prices to remain well-liked.

To counteract such a tendency, Clark recommends identifying self-sabotaging beliefs, like "It's rude to ask someone about Followup is annoying." Create and drill into yourself more constructive beliefs to replace them, like "Discussing money is enjoyable" and "Followup is a service to others."

"Selling is not a place to get your emotional needs met. It is simply an arena for conducting commerce. Becoming more detached can make you a 35 percent more effective salesperson," Clark says.

©Marcia Yudkin

Reprinted with permission from Marcia Yudkin's weekly Marketing Minute newsletter <http://www.yudkin.com/marksynd.htm>

I like [Marcia Yudkin](#) for her short, precise articles. Marcia also has lots of other services for you! [Go visit her site today!!](#)

A good friend of mine is how I found out about her. She's one of his consultants with:

[SWEPA](#) exists to support online publishing by providing education, training, and industry recognition. Our goal is to help members build successful, profitable subscription websites. Go visit them TODAY!!!

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Where Can I Find It?

Here are 4 valuable resources worth checking out immediately:

- [MIND CONTROL MARKETING](#)
Ruthless people use forbidden mind control psychology and ruthless military tactics to make millions online.

"This book is mandatory reading. A masterpiece."
Jay Conrad Levinson, Author, Guerrilla Marketing

"Riveting. Mind-expanding. A masterpiece."
Joe Vitale, Author, Hypnotic Marketing

"This powerful, punchy book will snap your mind open..."
Brian Tracy, Author, Victory! and Create Your Own Future

"The best book of the new millennium!"
Robert Anton Wilson, Author, Illuminatus! & Schroedinger's Cat
- [GUERRILLA MARKETING BOMBSHELLS](#)
Why will it only take 28 minutes a month for Guerrilla Marketing Bombshells to increase your profits?
Jay Conrad Levinson of Guerilla Marketing Fame has put his name behind this new and only project of its kind!!
[GUERRILLA MARKETING BOMBSHELLS - Check It Out!!!](#)
- [WECOPY SECRETS](#) - You won't even believe this!! I, too have looked and searched for this manuscript for years!! And this guy has it!!! - **How A Long-Lost Marketing Manuscript Written Over 80 Years Ago Could Accidentally Contain the Specific Instructions You Need To Dominate The Internet Today - I've Got One of the Last Remaining Copies Left in the Entire World - WECOPY SECRETS**
- [MILLION DOLLAR EMAILS!](#)
"New Research Reveals The Amazing Secrets Behind The Net's Most Successful Email Campaigns"
Yours For Only \$19 - The Greatest Collection of Moneymaking Emails Ever (Plus You Get The Rights to Sell This New Resource and Keep ALL the Profits!)
[Million Dollar Emails Click Here](#)

All these resources are GREAT!! If you are marketing and/or selling ANYTHING on the net, or even anywhere at all, then you must have these in your library!

PROMOTIVATOR

Do you sometimes find it hard to motivate yourself? Do you ever wonder what gives successful people their drive? The answer is simple: good habits. The Promote-ivator will help you form these habits by offering you a great piece of internet marketing advice every day. Click below for the link.
[Promotivator Click Here](#)

SO WHAT'S Coming Up?

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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.

JUST EMAIL 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
[Send Your Friends!!!](#)

[THE NLP STORE](#) is on-line.

- NOW on Audio CD: "The Adventures of Anybody", the fairy tale written by Richard Bandler and narrated by Harry Nichols.
- We also NOW have:
The "Introduction to Neuro-Hypnotic Repatterning™" videos available in [VHS NTSC \(U.S. format\)](#).
The PAL Version is available at: [M.E.T.A. in the UK Click Here](#)
- "[The Personal Enhancement Series](#)" (6 CD's)
- [The DHE 2000™ set on CD](#) (14 CD's)
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