

NLP-Newsletter.com

From Our Minds to Your E-mail

John's HOT NLP Tips March 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. [SHOULD YOU TAKE PAYMENT PLANS? . . . - John La Valle](#)
2. [NLP IS NOT SEXY - Pam Castillo](#)
3. [WORKING WELL - YOUR HAPPY BRAIN AT WORK - Kay Cooke](#)
4. [WHERE CAN I FIND WHAT ELSE IS HAPPENING?](#)
5. [SO, WHAT'S COMING UP?](#)

Should You Take Payment Plans?

John La Valle

As many people do, we get questions about payment plans, and whether we have them, or not. We understand that many people like to finance their training, so the question is whether or not you, the seminar company, will finance the person's training or not.

This simple question has led me into many discussions about the effects of allowing people to have a payment plan, or not.

I usually begin with the question for ourselves: why someone would want or need a payment plan? Thinking about what our own role is and how we've managed our business over the past many years, we came to the realization that we are a training company, and not a finance company. We realize that financing capital investments is OK because of the tax benefits, etc., but financing other "expenses" is not the wisest of choices. Financing your advertising, for example, is not a smart choice. In fact, based on my consulting experience with many companies, financing any type of normal business expense is not a smart choice. Historically, and of course with a few exceptions, a business's solvency is one of the most important criteria I have when deciding to work with them myself!

Back to the payment plan: Why would a company personally finance their customer's investment? Most retail businesses that offer payment options, have the customer open a credit card account through them, but with a bank. In the grand scheme of things, most people have a credit or debit card they can

use. If they don't there should be a question about their ability to make the payments comfortably anyway. But that's not even the most important part.

We've come to realize that if/when a business is willing to finance the customer themselves in the seminar business, is it really fair to the customer? Probably not. Why add to the pressure the trainee is already experiencing? While it seems fair on the surface: you want to help them, they'll learn some things, maybe develop skills with which they can earn more income, etc., and this is basically sound, it's probably not going to happen that well. We ourselves have, in the past, given a few people the payment plan option, and usually with good faith because we know them well enough. Even then, they may "forget" to make a payment, or whatever, and then we have to "remind" them. And some even just ignore the reminders. This now increases the work load on our end. Then what do you do if they don't complete the payments? Now you must decide whether or not to chase them through a collection agency, etc. This puts them further into credit jeopardy land. You've helped them further into debt. So do you really think it's a good idea? We don't.

We decided long ago that allowing payment plans is basically not fair to the trainee. If they already cannot make the entire payment before the training, they most likely will not finish payments afterwards because knowledge and skills cannot be "repossessed". They also have a basic deficiency in their ability to make a full commitment to themselves, not just you, and therefore, not to their own training. We've also realized that most seminar companies that offer payment plans "need" the money themselves, and so they are willing to take the risk.

This goes hand in hand with lowering, basically devaluing, the price of the seminar. Most people have an idea of what a "fair" price is for tuition for any particular seminar. As long as you are within that range, people will respect you. Lower the price too far, or raise it too far, and they will wonder. Even when people attend a seminar where the price has been lowered too far, the people who pay that, still wonder about the quality of what they are getting.

Even when the company lowers their price too far, is it because they know that what they are offering is worth just that? If they are willing to take payment plans from people, is it because they need the cash flow themselves? Are they desperate? Are they really helping the trainee? Is it more important to get people in the room than to maintain the integrity of the customer's financial situation?

Maybe it's better to help them by giving them credit for referring others into your programs. There are other cleaner options, after all.

Enjoy,
John La Valle

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

Coming Up:

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

[*Neuro-Hypnotic Repatterning® - March 10-15, 2020 - Orlando FL - Richard Bandler & John La Valle](#)

[*Charisma Enhancement® \(Trainer Training\) - March 18-23, 2020 - Orlando, FL - Richard Bandler & John La Valle](#)

[*Licensed Advanced Hypnotic Practitioner - May 25-30, 2020 - Italy - Richard Bandler, John La Valle & Kathleen La Valle](#)

***Summer Camp NLP:**

[*Licensed Practitioner of NLP\(tm\) - July 11-19, 2020- Orlando, FL - Richard Bandler, John & Kathleen La Valle](#)

[*Licensed Master Practitioner of NLP\(tm\) July 11-19, 2020- Orlando, FL - Richard Bandler, John & Kathleen La Valle](#)

[*Charisma Enhancement® \(Trainer Training? July 21-26, 2020- Orlando, FL - Richard Bandler, John & Kathleen La Valle](#)

[Licensed NLP Coaching Trainer - July 28-31, 2020 - Orlando, FL For Licensed Trainers 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](#)

[Back to the top](#)

NLP Is Not Sexy

By: Pam Castillo

I'll admit, that to the untrained, "I had a problem but I can't remember what it was, that well, anymore" or, "NLP is the study of the subjective experience", or "I can help you retrain how your brain has learned that behavior" or, "I can show you how to decode, and reprogram how you process information, so you can create a different map, and have a better reality" all can sound a bit odd to say the least. NLP can be filled with jargon that the untrained simply can not relate to. Those explanations of NLP can sound especially odd when compared to other more popularized modalities that appeal to the "I'm tapping here to realign the parts of you that have felt bad", or "let me know if it's alright with you to take a deep dive into how bad this really makes you feel, and where it comes from" and like statements. The latter seems to appeal to many, because they get to talk more about their problem, and really express how it makes them feel, and they most often get a good deal amount of commiseration from the one "fixing" them so they still feel good about their problem. All the feels, ouuuuuuuu, yes, so sexy! NLP on the other hand, doesn't seek to indulge the problem, or gossip about it with the clients unconscious mind. Rather, a good practitioner will lead their clients to feel excited and compelled to eliminate their problem quickly. Clients don't know this is a good thing, and NLP practitioners don't necessarily do good a good job of communicating this.

So what's in that name NLP, and how you explain, or demonstrate what you do, to let folks know how you're going to help them, have been a skill too often overlooked. And unfortunately, a great many of those trained in NLP lack the confidence to talk about NLP because they haven't learned to be skilled enough to be effective at it. And let's face it, what people believe they are not good at, they avoid doing. NLP is a BIG and vast body of work, that can be applied to almost any context, and that scares practitioners to talk about. Add to this, the fact that NLP is not (yet), backed up by much "science", and it's often called pseudo science. Add to that, there are little to no regulations (thank goodness, (sort of)) in most countries, and certification in NLP has no real universal standards. Anyone can print a certification and call what they do NLP, with sketchy, remote, and even dangerous training. So all this leads to a jumble of NLP jargon, questions, and sometimes hostel, and negative stabs at NLP. Anyone

with a computer has read what wiki has to say about NLP. Yikes. And then there are those who want to keep NLP their little secret, who are afraid to reveal the source of how they help folks, to minimize competition in the market. As if there is a shortage of folks who need help on this planet!

When I first learned NLP, some 20 years ago, even less folks had heard of it, than now. And honestly, once I got home from training, I did begin dread the question: "so Pam, what exactly is NLP?". But Instead of hiding in some popular catch all like "coaching" or other typical marketing terms, I used my new skills to STOP dreading the question. I decided to get good at providing the person standing in front of me, or on the phone, with an effective, efficient, persuasive answer, that was just the right answer for them, that day, at that moment. I was so in awe of the body of work of NLP right from my first training, that I felt compelled to call NLP, NLP. I wanted to help the world know more about NLP, not less, and how NLP can be useful, in as many of contexts as someone would hire me to help them in. I vowed NOT to shy away from calling NLP by name, and to further the field, rather than hide it in other more sexy names for marketing purposes. One of my mentors in NLP, a Society of NLP Master Trainer told me on a recent visit: "Pam, we are sadly, a dying breed."

I have stood firm in my desire, and my practice, to further the field of NLP. I have taken all the perceived negatives clients bring, and used them to my advantage, to help my potential clients book with me. I believe, because what I do sounds different, and I'm extremely confident in NLP and my skillfulness in using NLP that they come away with a sense that change WILL happen for them. As a result, I get clients that come motivated to change, and trust in the process that I told them about, and demonstrated to them. At that point, I've already USED NLP with them. Not everyone is my ideal client. Those that want someone to commiserate with them about their problem, don't find what I do sexy or glamorous enough. They take themselves out, and I'm good with that. Enough folks do find what they believe I can do for them very sexy and glamorous, because I use NLP effectively with them. They don't necessarily understand what NLP is, and they don't care. They only care whether I can help them or not. They don't care what I call what I do. I CARE. I care because I respect the work of Dr. Bandler, and how the Society of NLP operates to bring this effective body of work to the world. So I got good at communicating it. And you can too. And I recommend you do.

So if clients don't care what we call what we do, what does it matter what we call it? It matters when someone working with clients has fears about communicating what they do, and then has not used their own skills to make changes, and are still trying to convince others it's good for them. It's matters because if you are not walking the walk, and only trying to talk the talk, then you probably are not confident enough in many aspects of NLP to be hanging out a shingle, and taking peoples money to help them make changes. If you're not converting your inquiries to bookings, then you likely need to get better at communicating what you do, and how it's going to help someone make the changes they want. If they are not eager to work with you after that conversation, either you did such a good job you calibrated a person who doesn't want to change, or you deaden't effectively communicate what they needed to hear, see, and/or sense from you about how you will be effective for them. Confidence is heard, seen, and felt. So you better have it in an honest way. A client won't necessarily say "oh you don't sound so confident". But they will sense it. Once YOU make the changes you need to, then, with real confidence, you can call what you do anything you want, and it will be sexy, and glamorous. I prefer to call what I do NLP. Why not? It sets me apart right away. I like that. There are thousands of glamorous coaches out there, not so many NLP Trainers with a successful track record in effecting real transformational change. Now that's sexy. Go tell that story, effectively.

Effective communication is what we learned to do in NLP Training. We were told to use NLP with ourselves FIRST, (a lot of people want to skip that part) and then, when we got good at it, to use NLP with others, and when we got consistent success with others, to go hang up a shingle and start charging money, and make it into a business of you so desire. Practicing the skills, and getting better, and better at them is an essential part of mastering NLP. If you are not confident about explaining, and demonstrating NLP, it's time to USE NLP with yourself, to change your fears, and limitations, by practicing your skills, revisiting, and updating your training, so you can be competent, and then you'll have every reason to feel confident, and the results will be uniquely powerful, sexy, and as glamorous as you want it to be.

[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](#)

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!](#)

Working Well - Your Happy Brain at Work

by Kay Cooke

Peter had been getting angry with people at work.

As manager of a manufacturing team, he needed his people to follow instructions and deliver precise results. When they didn't do what he asked of them, he felt frustration which quickly led to anger. His behaviour then turned to judging/blaming the incompetence of others. He had become unpopular and his boss called us in to super-charge his performance.

We explored the limitations of that particular way of managing people and went on to develop a new

strategy for getting clarity of his thoughts and adding power to his delivery of messages. By learning new language skills, Peter could help staff understand him better and therefore deliver the results he asked for. He began learning NLP, which fortunately his employer supported.

Before his full immersion into Practitioner training, Peter discovered something about himself that both surprised and liberated him. A simple coaching exercise revealed to Peter that underpinning his (old) anger had been something of high value to him – a strong need to feel listened to and understood by others.

This 'brain goal' had been operating beneath the radar of his consciousness and produced unwanted results (anger). Once he became aware of this, he took responsibility to learn better skills for the way he communicated.

Work Well is our version of Happy Brain at Work – a distillation of complex neuroscience and education, blended with play and creativity to form a simple model that introduces you to how NLP works and how to build your Thrive Drive.

Here is a short excerpt from my book Happy Brain - next generation thinking:
Basic Need: Feeling listened to

When someone listens to us, we feel worthy of their attention, which in turn helps us to build self-respect. When someone listens to us unconditionally, we can trust that our words won't be misunderstood, misinterpreted or misrepresented. Feeling listened to helps to settle the emotional brain and boosts the neurotransmitter Oxytocin, helping us feel safe and connected.

Key coaching questions:
When and with whom do you feel listened to?
What are their listening skills?
How might you develop your listening skills?

Fortunately listening (and other sensory modality) acuity skills are taught in neuro-linguistic programming.

©2020 Kay Cooke

[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.

Happy Brain play-training!
2-day core training includes a certificate of attendance from the Society of NLP™

Kay is running a Practitioner here: <https://the-me-group.com/events/licensed-nlp-practitioner/>

As an introduction to NLP, check out Kay's [Happy Brain book](#). It's written to help adults help children to supercharge their Thrive drives. It's a stealth model because in helping children to Thrive, you have to learn how your own brain works: [Click Here to get YOUR Happy Brain Book!](#)

"This is a delightful book. Kay Cooke does what NLP should be, keeping it powerful and simple. Read this book and learn to make your life simple and more powerful in a delightful way!" - **Dr. Richard Bandler, co-founder of Neuro Linguistic Programming**

NLPers, Parents, teachers, social workers, community leaders, therapists, working with the next generation - contact Kay and ask for details for the next one or check out:

www.the-me-group.com

www.facebook.com/happybrain.me

[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

NLPTrainers.com

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, 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?

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

[*Neuro-Hypnotic Repatterning® - March 10-15, 2020 - Orlando FL - Richard Bandler & John La Valle](#)

[*Charisma Enhancement® - March 18-23, 2020 - Orlando, FL - Richard Bandler & John La Valle](#)

[*Licensed Advanced Hypnotic Practitioner - May 25-30, 2020 - Italy - Richard Bandler, John La Valle & Kathleen La Valle](#)

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

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!!](#)

©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!!**](#)

<u>Back Home to PureNLP®</u>
<u>Richard Bandler</u>