

# NLP-Newsletter.com

From Our Minds to Your E-mail

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

[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. [I DON'T HAVE THE TIME- John La Valle](#)
2. [THE LIFE OF NLP - Pam Castillo](#)
3. [THE MATTER OF RESPECT - Kay Cooke](#)
4. [WHERE CAN I FIND WHAT ELSE IS HAPPENING?](#)
5. [SO, WHAT'S COMING UP?](#)

---

## I Don't Have the Time!

*John La Valle*

I've had so many requests from people to explain about the powerful use of verbs and their relationship to time that I've republished an article from a long ago newsletter, especially since we've just completed another Neuro Hypnotic Repatterning™ seminar with Richard Bandler:

CAN YOU JUST IMAGINE what it would be like if we had to communicate without words? There are people who do it everyday. But what if you had to do it? Could you? Could I?

WHEN YOU THINK ABOUT WHAT words are, aren't they just really icons? Some symbol that triggers off another program (or strategy)? So what if you could design (morph) new words? How could you convey what they mean? This is done all the time by advertising agencies, marketing groups, and others, as well.

BUT ONE THING MANY PEOPLE seem to have gotten away from is the use of some very specific verb tenses that already exist in our language. I'm not sure why so many people have gotten away from them. Perhaps it's because they "sound" weird. And then on the other hand I get so many requests for information about how to make NLP work better in our own lives that I just couldn't resist putting this one into this newsletter, once again. Now before you go on and say, "Oh no, I didn't know this newsletter was going to be a lesson in grammar", remember that \*how\* we use our language is the very essence of NLP and what you can do with it. So,

HERE ARE SOME TENSES to remember and use:

First remember there are finite verbs and infinite verbs.

FINITE VERBS (limited according to person and number) have 6 tenses:  
present, future, imperfect, perfect, pluperfect and future perfect.  
Infinitives (not limited in person or number) have 3 tenses:  
present, future, past.

NOW LET'S TAKE A LOOK AT THE TENSES:

Present: He runs. He does run. He is running  
Perfect (past): He ran. He did run. He was running  
Pluperfect: He had run.  
Imperfect: He used to run. He would run.  
Future: He will run. He will be running.  
Future Perfect: He will have run. He shall have run.

NOW IF YOU WERE TO take these and use them interchangeably so that you could "experience" the difference, noting especially what shifts are made relative to your timeliness, I'm wondering what they would be?

FOR EXAMPLE: SUPPOSE you have something you've been wanting to do, specifically a behavior, then just imagine the possibilities if you first notice your time and space references (timeliness) regarding this behavior. Let's say, it's even something you consider to be a problem you've been wanting to solve for quite some time, but haven't, yet. (I love that word "yet". It really opens the possibilities, haven't you already noticed?)

NOW IF YOU SAY: I want to "X", notice where (in space and time) this is, in your mind. Now let's make some things perfectly clear. Since you've done things in the past and know how much easier it is to do it the second time, why not shift the verb so that it shifts spatially into the past, thereby changing your reference to the time. It's not enough to just think that you have done "X", although this could work sometimes. But if you take it to the future and then shift it perfectly into the past, then back into the future as a future pace, wouldn't that be grand? So, as you think of "X", what will it have been like to have done it already once you have already done it . . . so that the next time you will be doing it, it is soooooo much easier, isn't it? (Read this last sentence again, slowly and experience the impact it has on our own neurology).

AND SO, MAKING SOME OF THOSE ever so subtle verb tense shifts can be quite powerful and even empowering. It sort of makes you want to go back and refresh some of those grammar lessons, doesn't it? Well, when you do, you will have noticed how many times you have already used your own language so well that, you'll begin to listen to yourself even more now than you could have thought possible before you had read this here. And what a difference you can make in your own life, as well as others, from this moment forward.

©2020 [John La Valle](#)

---

### Coming Up:

***All May and July seminar dates are being postponed until further notice..***

***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](#)

[Back to the top](#)

---

# The Life of NLP

By Pam Castillo

A FEW YEARS BACK I PUBLISHED AN ARTICLE CALLED THE DEATH OF NLP where I wrote how the skills of NLP helped me to help my beloved uncle, pass on, when his death was eminent. I wrote about how NLP was useful to making sure the nursing staff, and physician's were supportive, rather than using language that would create, or further any fear of dying. If you missed that article, I recommend you find it, and read it.

HERE I WANT TO TURN THAT TOPIC OVER to the other side, and talk about some of the many ways that mastering the skills of NLP can save a life. Imagine being lost in the woods, unprepared, and nightfall is closing in. The temperatures are falling, and circling back again on the same path has only proven that you are lost. Many begin to panic. The ability to manage your state, to stay relaxed so you can \*THINK\*, and use your internal resources that are below the surface of ordinary thinking, and feeling, will be the first lifesaving NLP skill you could use. Then imagine really being in control of your neurology, in such masterful ways, that you begin to recall that the ocean is only about 20 miles from where you parked. By relaxing, you recalled that thought from seeing the road signs on your way to the woods that day. Then, concluding that the ocean is to the west, you begin to relax more and more, and tune into the scents of the woods, with such fine discernment, and even finer distinctions as you begin to calibrate the scents that you can smell in different directions, until you can quite literally smell the difference in the winds. The ocean air, and woodland air smell different to you. And voilà, once you know where west is, you get a better read on which direction to head back to safety before nightfall!

LET'S TAKE ANOTHER TRUE EXAMPLE.

Imagine telling your physician about a set of symptoms you've been experiencing in order to seek a proper treatment to restore your health.

Imagine too that your symptoms, A, B, and C quickly lead the physician to the definitive conclusion you have ailment X, and that you need an invasive test that carries with it a substantial risk, to prove the physicians conclusion. What might turn out to be lifesaving at best, and at least minimizing the risk of invasive tests, can be found in the skills of NLP. Notably again, state control, and management to STAY CALM, and \*THINK\*, rather than letting fear, or other emotions dictate your decisions, or worse, abdicating your decision making. By using the meta model to uncover the deeper structure of what your physician is leading you towards, and other NLP skills, you can come to other possible avenues to explore, and treat. Many physicians are procedural, and by-the-book with their own beliefs, shaped in medical school. And while symptoms A, B, and C could indicate ailment X, they ALSO can indicate another cause, or causes, outside the physicians specialty, and when treated differently, could restore your health. By avoiding unnecessary risk of procedures and medications, saving time lost by treating the wrong problem, or treating the problem ineffectively, and finding truth by using mastery in your NLP skillset, just might save your life.

AS AN EXAMPLE OF USING NLP SKILLFULLY TO SAVE THE LIVES OF OTHERS, imagine the army veteran with severe PTSD, that comes to you, an NLP Changework Specialist, as his last resort. He tells you that he can not go on. And imagine once again, being so focused on \*HOW\* he is telling his story, that you are in total control of your own emotions, so that you can calibrate exquisitely \*WHAT\* is needed to eliminate the post traumatic stress disorder, he's been living with for years, with no help from the medical, or psychiatric system. Imagine being able to, in essence, time travel, so you can check all the resources from your past (and his), while staying present enough to pick up the finer distinctions he's showing and telling you, and by going into the future, to try on a remedy/intervention to see if it's likely to work, or if you need a different one. The past, the present, and the future inform you, and in a matter of an hour and a half, PTSD has been eliminated from this soldiers life. And when he calls you months later, and says "Mam, you saved my life", and his wife then thanks you on behalf of her and their children, you \*KNOW\* NLP saves lives.

WHILE I WAS WRITING THIS ARTICLE I paused to make a second Pamaccino coffee, and spilled the milk. I said "gee, I spill stuff", and laughed out loud. But then, I realized, that's funny-not-funny! I do not need to continue running that program, and in a blink of an eye's time, I changed that program to a better one. That's not life saving, just useful, maybe silly. Or, who knows, by having ran an "I spill stuff" mental program, could have one day resulted in a set of circumstances that might have endangered my life, or someone else's. Therefore, by changing that program now, maybe.....just maybe, saving a life can be traced back to this NLP technique, this day.

SO WHAT DOES IT TAKE to use NLP in such potentially life saving ways? It takes \*PRACTICING\* the NLP skills, MASTERING them, and living fully in the NLP presuppositions. It's takes using NLP on yourself, with others, everyday, in every way possible. And then, when you get really good at the NLP skills, say to yourself: "NEEDS WORK", so you get better, and better at using the skills and tools of NLP, so they bubble up for you when you need them most, seamlessly, nearly effortlessly, and most importantly, EFFECTIVELY. I can tell you that getting good at using NLP takes practice. Continual practice. Those that have good quality training in NLP and then leave it all in the seminar room, until they return a few years later to take another course, another technology, and believe things like: "there's no one to practice with" or, "I don't remember how to collapse an anchor", or, "I mostly use NLP technique X because I like that one", or, "It didn't work for me once I got home", or, "I'm afraid I won't know what to do, so I don't work with others", are missing the very life force of NLP. NLP is generative. NLP will NOT fail you, it just takes practice, practice, practice. "Because NLP works so fast on certain issues, many people think they can learn to be proficient in the technology in one pass or program, or by reading one book. What it takes is practice, or better, yet, using the skills on a regular basis. This is how the great ones have gotten to be great!" ~John La Valle."The degree of your continued success begins and ends with continued practice." Practice everyday. Practice so much, that NLP is inseparable from you, not outside of you. Practice on yourself, and out in the real world. Change things for the better. Get more of what you want.

Just practice. Practice as if life can be saved with NLP. It might. There are so many skills in NLP, and any one of them could be life saving. In the faith that I practice, It's said that he who saves one life, saves the world.

[Pam Castillo](#) is a Society of NLP Trainer in Los Angeles at [Clarity Institute](#), with a private [NLP Changework practice](#) for 21 years, and the author of [52 NLP Skill Builder's](#)

Links:

[Clarity Institute: https://nlpclarity.com](https://nlpclarity.com)

Private Changework:

<https://nlpclarity.com/nlp-quickl-transform-problems/private-changework/>

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!**

---

## **The Matter Of Respect**

**by Kay Cooke**

Did you know we each have an inbuilt 'respect-o-meter' inside our minds? It's a filter that measures and monitors how we deal with the matter of respect.

My professional 'respect-o-meter' red flags whenever I hear the notion of 'respect/disrespect' connected

to someone's unhappiness.

Taking a cursory glance at dictionary definitions of the words respect and disrespect, we can see them being used as both nouns and verbs.

Respect: Admiration for qualities, skills, achievements, and regard for the thing or person's wishes or rights.

Disrespect: No admiration for qualities, skills, achievements, and no regard for the thing or person's wishes or rights.

That seems pretty fair and clear doesn't it?

How do you 'do' respect?

For me, I am aware that I deeply respect some things and many people; I also disrespect other things and certain people. Of course they do not need to know my perspective since it's mine, from me, for me, by me.

Yet so often we hear people complaining about the issue of respect as if 'respect' is a commodity to trade with:

"Show me respect"

"You should respect me/him/her/it"

"S/he is so disrespectful"

"I deserve more respect"

In order for these statements to even make sense we have to assume we know what is meant about the commodity being traded i.e. what is meant by that person when they discuss 'respect'.

NLP teaches us good quality detective work (Meta Model) to move from our assumption (that we know what someone means) to clarity of meaning.

Typical questions I hold in my mind as I seek to understand:

What is this person's measurement of giving and receiving 'respect/disrespect'?

Do they believe it's possible to earn 'respect/disrespect'?

When and where might 'respect' be expected or even demanded?

How is it possible for them to be offended by a lack of respect from another source?

How is their self-respect altered by incoming or outgoing respect?

Why is there a difference between the noun (have respect) and the verb (respecting)?

NLP begins with a well-formed goal because one person can only have rules and ambitions for themselves. Trying to force respect is asking someone to act differently, without negotiation, which is not only trespass and conflict inducing; it's also quite disrespectful.

©2020 [Kay Cooke](#)

---

[Kay Cooke](#) is a Licensed Trainer of Neuro-Linguistic Programming® and Advanced Master Practitioner of NLP™ and author of [Happy Brain – Next Generation Thinking](#) (available on Amazon). She works internationally to facilitate learning, develop creativity, and teach flexible thinking, adaptability and resilience in education, business and health.

**"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, cofounder of Neuro-Linguistic Programming**

[www.the-me-group.com](http://www.the-me-group.com)  
[www.facebook.com/happybrain.me](http://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](http://NLPBot.com)  
[NLPTrainers.com](http://NLPTrainers.com)  
[NLPInstitutes.com](http://NLPInstitutes.com)

**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!!](#)**

[Back Home to  
PureNLP®](#)

Richard  
Bandler