

Anchor Point

Vol.3, No.5 (May 1989)

The International Journal for Effective NLP Communicators

\$5.00

NLP As an Aid to Rebirthing

By Ilissa St.Clair

Once upon a time, there was a child who was slow being born. And right in front of the child, the obstetrician said, "he'll be late for everything." Guess who grew up to be a major procrastinator as an adult? There are other tales, like the one of the unfortunate person who was dropped at birth and developed a flight phobia (a fear of flying) or the child who was confined to an incubator at birth and developed a fear of elevators.

Research has revealed that memories locked in at birth may contain a wealth of information. Experts in the field theorize that experiences from the birth get imprinted in the psyche and influence adult physical and mental health.

Rebirthing is a process which allows the participant to eliminate the trauma of their birth experience. In some cases it may even be possible to remake the experience into a joyful new memory. Rebirthing eliminates the "future" side-effects of the historical event. This can also be accomplished using NLP techniques, as shown later in this article.

Birth Memory as a Storehouse of Information

David Chamberlain, Ph.D., a San Diego psychologist, has researched the reliability of people's birth memory. According to his study, there is a growing amount of literature on birth memory, the importance of birth memories and the existence of mental patterns resulting from these experiences. Chamberlain's theory is that the birth experience, recorded on a cellular level, could be the beginning of many psychological problems. A drug induced or traumatic birth

remains repressed in the memory (recorded at a cellular level) until some future stressful experience triggers the memories. Chamberlain believes that even fetuses who survived an unsuccessful abortive event have a "memory" of the event.

Canadian therapist, Andrew Feldmar, studied four cases of adolescents who had attempted suicide repeatedly over a number of years. These suicide attempts also occurred at the **same time every year**. Feldmar discovered that the mothers of the suicidal subjects had tried to abort their fetuses at the **same period of the year** (as when the suicidal attempts were made). Feldmar's research gives further credibility to Chamberlain's theory.

Drugged Birth/Imprinting

Well known obstetrician and hypnotist, David Cheek, M.D., believes that pre and perinatal sensory impressions, along with physical stressors and maternal state are imprinted on the individual. His theory goes on to explain that these impressions do not "fade over time," even when faced with contradictory messages or events.

For example, if the mother is in a drugged state during delivery and is unable to greet her baby, the child may grow up feeling "rejected." Dr. Cheek uses hypnosis to help residual traumas from birth. Under hypnosis, the subjects are lead to hallucinate that their birth doctor taught their mother how to control her discomfort while pregnant. Then the mother was able to deliver without any drugs stupefying her. As a result, she was not unconscious or too tired to greet the baby. In the new scenario that is

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created, the baby was also born undrugged and alert.

Dr. Cheek has also helped clients by using idomotor signals to access information spanning back from 4 months of gestational life. This information has helped suffering people understand their physical and emotion problems, and has enabled them to regain their health by reframing their early perceptions.

ANCHOR POINT is an international monthly journal presenting recent developments and practical applications of NLP and related technologies.

Publisher: Michael L. Phillips

Contributing Editors: Gary B. Smith
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Production Coordinator: Diane Phillips

Anchor Point (ISSN-0895-366X) is published monthly, 12 times per year by Cahill Mountain Press, Inc. 10907 West Arkansas Avenue, Denver, CO 80226. 2nd Class postage paid at Denver, CO.

Subscription rates are: \$35.00 (U.S.)/year for U.S. and its Possessions, Canadian Subscriptions add \$10.00 (U.S.) per annum, Foreign Subscriptions add \$20.00 (U.S.) per annum; payment must be made by charge card or by check drawn against a U.S. bank. Single issue price is \$5.00 / \$7.00 Foreign.

POSTMASTER: Send change of address to ANCHOR POINT, P.O. Box 26790, Lakewood, CO 80226-0790 USA.

Anchor Point invites original contributions and advertising, but reserves the right to deny acceptance of articles and/or advertising, based on the editorial views of the Publisher. Anchor Point assumes no responsibility for unsolicited materials. All materials submitted must be accompanied by a stamped, self-addressed envelop if they are to be returned. All correspondence should be addressed to Editor, Anchor Point, P.O. Box 26790, Lakewood, CO 80226-0790 USA.

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Suicide and Birth Trauma

Bertil Jacobson, M.D. has conducted studies in the U.S. and in Sweden connecting birth trauma with suicide. An advocate of the imprinting theory, he believes "Traumatic experiences sometimes lead to a compulsive urge to repeat the trauma as an adult." Although he concluded that only a minute number of subjects experiencing traumatic births do go to such lengths to hurt themselves, Dr. Jacobson also found birth trauma was more closely associated with suicide than any of the other 11 risk factors he tested for. Jacobson found an association between the *method of suicide and type of birth trauma* that was experienced. The trauma at birth does not even have to be a life threatening experience. "A mere traction in an entangled umbilical cord might be enough to increase the risk of later self-destructive behavior." For example, those individuals who experienced:

- Asphyxiation, suffered oxygen deficiency, or hypoxia at birth -- chose hanging, strangulation, gas poisoning, or drowning for their suicide method.
- A breech birth or delivery with forceps chose mechanical means such as knives, guns or jumping from heights as their method of suicide.
- A drugged birth chose to later die of an overdose.

Dr. Jacobson also uncovered information about groups of births (called "clusters") where a statistically significant number of children have developed into drug addicts. His statistics showed a direct relationship between later drug addiction and drugs such as barbituates, chloroform or opiates being administered during childbirth. This theory could explain the high amount of drug addiction today based on drugs that have been administered over the years.

The NLP Rebirth Process

Nancy Freedom of Oakland, California has developed a rebirth method using NLP to help individuals change their lives. She reports that the

process is gentle and that her clients have been very pleased with the results.

Her rebirth process is a combination of the NLP Phobia Cure and *traditional rebirthing methods*. "The NLP process first takes the client back *via disassociation*. The client then becomes involved in the process *via association* as their adult self goes back as an advocate, climbs into the birth scene and helps the baby and mother to obtain a new desired outcome," says Ms. Freedom. She goes on to say, "I do not use any of the usual rebirthing methods where breathing in particular pattern is encouraged."

A candidate for the NLP Rebirthing process does not necessarily need to know anything about their historical birth. If they have heard stories and *have accepted the stories*, that information is important to the process. "It would be nice for people who don't realize that their unconscious remembers everything to get a hold of information on the historical birth. Sometimes by listening to a person's speech and checking the metaphors that they use, you can discover things that happened at their birth. For instance, a person talks about being stuck, going with the flow, or just floating around. Those are birth metaphors."

This process is not recommended for clients who have been abused (until other change work has been completed) or for children who have a limited attention span.

THE TECHNIQUE

Begin by having the client become comfortable (you may want to use a blanket so the client won't get chilled).

1. Establish rapport with client before beginning process.

"The really frightening thing about middle age is the knowledge that you'll outgrow it."

- Doris Day

2. Elicit a strong memory of security, safety and comfort. Put their hand in yours (client's hand on top). The client squeezes to anchor (This is Anchor #1 - Security Anchor). After client squeezes, leave your hand there in case they need it again to reaccess the security anchor. This anchor can be reaccessed whenever the client may need it.
3. Have the client visualize a photograph of their fetal self in their mother's belly before labor began (in a calm moment). Have them project the photo on the opposite wall like a slide projector and screen. Anchor and hold (2nd Anchor - Dissociation Anchor).
4. Have the client imagine their "adult advocate self" stepping out of their body and standing behind them (looking down at their seated physical self *and* which is watching the slide on the wall of their fetal self in the mother). Anchor and hold (3rd Anchor - Advocate Anchor).

Note: For your 1st anchor hold your hand underneath the client's hand to do the comfort anchor. Then you can use two fingers from your remaining hand

to anchor the 2nd and 3rd Anchor on the knuckles of the client's hand (which is on top of yours)

5. The seated client watches as the standing adult advocate self moves to the picture on the wall. Have the client turn the picture into a movie of their labor and birth and how they were treated as a newborn. But this time the adult advocate self (at the wall) steps into the movie and helps the baby and mother to fulfill a new or different outcome. Communication can be with the adult advocate self whether verbally or intuitively. If the adult advocate self does not know what to do, the therapist can help by providing background material from *Birth Without Violence* by Leboyer.

Note: Rebirthing gives the person a chance to reevaluate decisions they made at birth (or soon after birth if they were removed from their mother). The reevaluation can be made by asking things such as "how does life seem to you now?" or "how do you feel about those around you now?" The child is now an adult, and as an advocate in the process, if they didn't want the environment that was, it is possible for the advocate to make some fundamental changes. Both the advocate and therapist can encourage the mother and baby. Mediate

between them and the staff that was attending at the birth. The same applies to an event such as a circumcision. If the baby really sees no point in the operation and refuses to have it, eliminate it from the scenario.

The therapist should check with the client from time to time during the process. If the client is very quiet, give them some time and then ask them what they are noticing with "their" baby. Something is always going on. Some men do tend to be quieter than women during the rebirthing.

6. If a father figure is historically available, bring him into the picture and have the baby and mother get what they need from him (with help of the adult advocate self), so that everyone is satisfied. (Add the father to the event, only if his presence will bring added joy.) Bring the story forward in time and past the time when the baby originally suppressed the memory of birth trauma. The process of reliving the event is finished when the client has gone through the first few days of their lives (for males-past their circumcision**).

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****A provision for male children who were circumcised without their permission and without anesthetic. If the client was circumcised without anesthetic as a baby, have the adult self attend the operation and allow him to get what he needs before you remove the anchors.**

7. Release the adult advocate self anchor (#3) and have the advocate self re-enter the client's body.
8. Release the projected picture anchor (#2) and have the baby self welcomed back inside the client's body with reassurance that the client will never leave it.
9. Remove the security anchor (#1) from the client's hand.

Review any decisions the "baby self" made as birth progresses (have baby redecide any negative or self-defeating decisions). After all anchors are released, have client repeat the new decisions. Check for congruity.

10. Have client review birth experience. Is it subjectively different?

Case Studies:

Case 1

Sara had an intense case of agoraphobia. She was afraid to go out or travel anywhere. When in a car she'd even had to have the windows open so she wouldn't feel trapped.

Her mother (a refugee from the Hungarian rebellion of the 50's) had married an obstetrician from the U.S. Army. Consequently Sara was born in an Army hospital. As a baby, Sara was lively but small and consequently was put into an incubator for a week. In addition, her mother spoke little English and was told she wasn't allowed to see the baby.

**"Work and love-these are the basics.
Without them there is neurosis."**

- Theodor Reik

**"Life is nothing but a continuous
succession of opportunities for
survival."**

- Gabriel Garcia Marquez

During her rebirthing, Sara noticed that the incubator was the "problem incident." Her reluctance to be in a closed car was a reminder of that first experience with life. To replay the birth event, she *visually* imagined herself kicking the lid off the incubator and *actually yelled* for her mother in Hungarian. Sara's mother came and rescued her and wrapped her up in clean rags (as would have been done in Hungary). The bonding that Sara had desired was now a reality.

Sara is now able to remember what happened. With her new found information she phoned her mother and talked about the experience. Her mother assured her that she was very deeply wanted and expressed how afraid she had been not knowing if her child would live. Sara was exposed to intense fear for the first few months of her life. This stimulus had influenced her life far into the future. Her rebirthing has given Sara a new perspective on her parents and she knows she was indeed loved and wanted. Her agoraphobia has also improved.

Case 2

Ethan's mother died a few hours after he was born. He felt guilty, believing her demise was his fault.

His rebirth happened very quietly. The intervention of his adult self, helped him to better understand that he had not been the person causing his mother to die. He redecided his self defeating decision. When asked how the world seemed after his new decision, he responded with "It is sunny in here." He successfully went from a feeling of gloom, guilt and doom to a world "that was not a bad place at all." His new adult advocate helped him change his perspective.

Case 3

Joyce was immediately separated from her mother at birth. She had always felt that she was unwanted. During her rebirthing, Joyce imagined her birth was a marvelous celebration and that she was born at home with both of her parents. In fact,

(fantasy) her neighborhood had a festival for her. She was lying on her mother's lap in the courtyard where they were all having a meal, dancing, and toasting her arrival. All the attendees voiced how happy they were that she was there. As her baby self, Joyce fell asleep feeling very happy and full. This time instead of being *separated*, both her mother and father were there to welcome her with open arms.

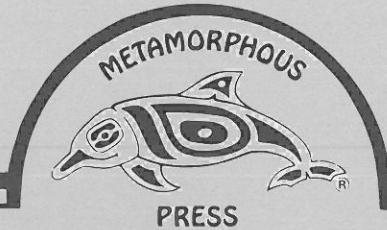
Conclusion

Rebirthing is a way to change the history of one's birth. Laura Huxley suggests creating a vision of a fantasy land and imagine the ideal place and time to have been born. Select the entire environment (plants and animals) and have the surroundings welcoming you. Consider having great religious leaders, artists, philosophers, and musicians of all ages in attendance welcoming us when we are born.

There are other equally practical applications. Elizabeth Nobel (director of the Maternal and Child Health Center in Cambridge, MA) believes that not having a knowledge of one or more parents can cause a lack of self esteem, and confusion which undermines a child's security, potentially affecting his/her mental health. Rebirthing could also help adoptees or those with surrogate beginnings who cannot reopen their records and "discover their parents."

Birth is already a traumatic experience. To be born is to be pulled from 9 months of comfort, in a cozy temperature controlled environment with rhythmic body motions, and soft sounds from the mother's body. If "the experts" are correct, any further complications can only add bad memories as future obstacles to happiness. Perhaps rebirthing can create a transition and ease the kinks out of our first views of life. So maybe, *Once upon a time...can live happily ever after.*

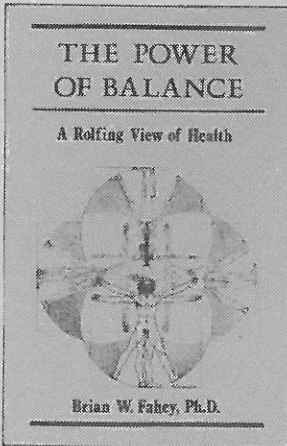




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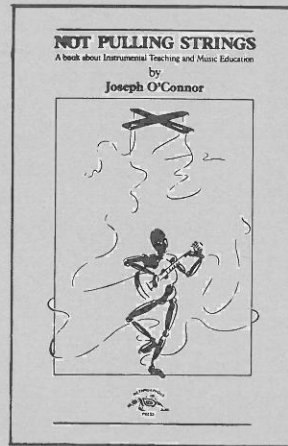


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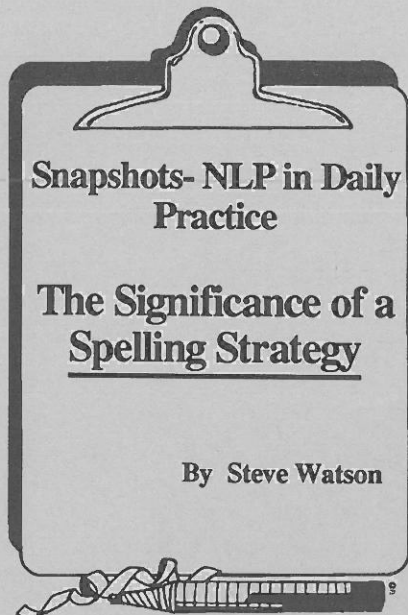
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Snapshots- NLP in Daily Practice

The Significance of a Spelling Strategy

By Steve Watson

The first unofficial contact I had with NLP came during a staff meeting at the local Mental Health Center at which I worked as a senior therapist 5 years ago. A psychiatrist then associated with the center had recently returned from an NLP Practitioner Training. He was invited to share some of the things he had learned. He mentioned the phobia cure, demonstrated a simple anchoring procedure, and during the course of his presentation he asked if anyone there considered themselves to be a good speller.

I had always been an excellent speller so I volunteered to show off my skill in front of the group.

I was asked to spell a polysyllable word (something like "inexhaustible") and proceeded to spell it...wrong...at first.

After looking down and trying to "sound it out," I gave up on that strategy and went to my automatic unconscious method. Looking up and left I then quickly rattled off the correct spelling. The Doctor pointed out, when I was done, that my eyes indicated that I had first tried an auditory method of spelling and when that did not work, I went to a visual method of seeing the word in my mind and then recited what I saw. He then gave a short explanation of eye access-

ing cues and a little about strategies of thinking.

After I sat down and reviewed what had just happened and tried it out on my own, I found the pattern remained consistent. I also queried others and found that most people who could spell utilized a simple visual strategy.

Interesting? Trivial? So what anyway?

During the workshops I conduct, I often arrange a similar demonstration of spelling strategies which shows the various strategies people use with the corresponding eye movements. The spelling strategy is a good clean training tool but many act as if it is a triviality that is not worth much consideration outside the classroom.

Consider the following story:

Bonnie Hosman is a mother of a 10-year old boy who was in a "resource" class for spelling, math, and reading even though his teacher admitted he had great reasoning ability, a vocabulary far beyond his age, a quick wit, and a rather good fund of knowledge for his age (especially in science and history). He hated being in the resource group because he felt he was being labelled as being a dummy among his peers and it took him out of the two classes he like most...history and science.

Bonnie had taken a 2-day workshop introducing her to NLP when she began to work with her son using what she had learned.

According to Bonnie-

"Clint and I decided to work on his spelling first. He has had so much difficulty and frustration with this subject. He was getting grades of 20, 40, 15, etc. I had noticed during meetings with the Resource teacher that she was teaching spelling through the auditory senses because she used words such as sound out, phonetically, listen, hear, etc. After I learned that spelling is done best with visual memory and learned the proper

strategy for it, I started helping Clint at home. It was so exciting for both of us to realize that here was a learning tool that really worked.

It was comfortable for Clint to work at our dining room table. This was the procedure we used:

STEP ONE: He sits up straight with both feet on the floor, takes a deep breath and relaxes.

STEP TWO: I produce a card with one of the words on it and tape it up to his left on the wall so that his eyes move to the upper left. He then says the word, gives me a definition and uses the word in a sentence. We then chunk the word down into syllables. Then I tell him to take a picture of the word.

STEP THREE: I remove the word card and ask him to spell it backwards for me; this forces him into a visual processing mode. Then he spells it forwards.

STEP FOUR: Now I have him look down to the right and have him check out how he feels.

STEP FIVE: Next, I have him look straight across to the left and he asks himself "does this sound right?"

STEP SIX: Now I ask him to write the word.

The first week we used our new tool, I worked with Clint 30 minutes. The first week resulted in a 95% on his test. He was absolutely jubilant. The next week was a unit test upon which he scored an 88%. Every week since, he has gotten 100% on his tests. The teacher's comments are interesting. She knows something has happened but doesn't realize just what it is. He is now at the point of being able to go through all the steps himself without any help. This week he had learned eight words on his own before I ever saw his word list.

Clint and I are enjoying all of this immensely. We are calling it our secret weapon. About the middle of

the month we are going to visit the Resource teacher and bargain for moving Clint back into the regular classroom for spelling. Can math and reading be far behind?"

Attached to her written report to me were five copies of her son's spelling tests and on them were the teacher's comments like "incredible" and "Clint's attitude, his spelling, and his cursive writing have really improved."

Such a simple thing, the spelling strategy yet how much difference it is making to one boy...how such an activity has enhanced the relationship between mother and son.

In a recent Practitioner Training in Salt Lake City, I had the opportunity to chat with Robert Dilts who was supervising the certification process. He told a story of how a Practitioner Trainee brought (for Robert's approval) an elaborate plan for a piece of work with a woman. The subject had problems of depression, learning disabilities, marital problems, several anxieties and more. Robert suggested that the trainee ask the woman how she would like to be able to learn to spell almost perfectly well...and be able to do it in the next 15 minutes. The trainee later reported that his subject responded with delight at the prospect and the strategy was duly installed. As this was future-paced, the subject began to see many kinds of possibilities of change in her life. Weeks later the lady reported back that she had made major changes and planned many more... and she was so grateful to the Practitioner Trainee for teaching her how to spell.

Yes, the spelling strategy. Interesting bit of NLP trivia but when do we get to the really big stuff?

Steve Watson, MSW, LCSW is a licensed clinical social worker with 29 years of experience in counseling and therapy. He is a certified Master Practitioner in NLP, an associate trainer with NLP Comprehensive and NLP of Utah. He conducts NLP workshops at Weber State College in Ogden, Utah and at Westminster College in Salt Lake City. He is available for spe-

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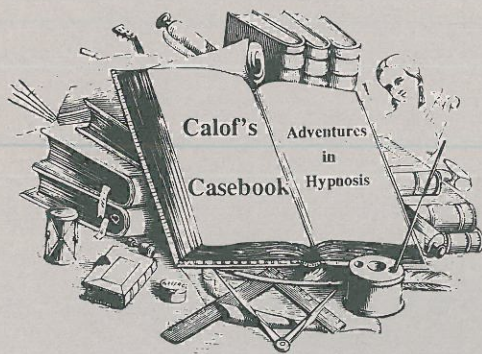
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Part Two: Mesmer and Animal Magnetism

By David L. Calof

Last month we left Franz Mesmer in Paris developing an increasingly popular magnetic healing practice. Unfortunately for Mesmer, his practice was creating a major upset in the established medical community. Eventually, his claims of extraordinarily high cure rates and his arrogance provoked the medical establishment to take action against him.

Because of the building controversy, the French Government appointed a special commission of prestigious members to investigate animal magnetism. This royal commission was chaired by the legendary Benjamin Franklin and included notables such as Dr. Antoine Lavoisier (the famous chemist who discredited the long held phlogiston theory of combustion and was credited with discovering oxygen) and Dr. Joseph Guillotin (inventor of the famed instrument of execution). An ironic twist of history would later have Lavoisier guillotined on his friend's invention, during the Reign of Terror period of the French Revolution.

Not only did the commission look into the alleged benefits of animal magnetism, but it also delved into the question of the existence of animal magnetism itself. While Mesmer never appeared before the commission (the burden of testimony falling on one of his closest followers, a certain Dr. Deslon), it is clear that it was Mesmer himself who was on trial.

HISTORICAL NOTES REGARDING HYPNOSIS

The commission gathered testimony and employed the experimental method to investigate animal magnetism. The commission's report came out strongly against the existence of animal magnetism, though conceding (paradoxically) that (non-existent?) animal magnetism was beneficial in some cases. While attributing Mesmer's successes to "powers of the imagination," the commission was correct, although unfortunately for the wrong reasons. Today we recognize how important the facility of imagination is when working with disease and healing. In retrospect, it is probably true that Mesmer did achieve startling success for his time with hysterical conversion symptoms and psychosomatic disease. Though it would be nearly another century before these disorders would be methodically investigated with hypnotism.

Mesmerism was thus officially discredited and Mesmer was expelled from Paris in 1778. He returned to his native Austria to retire in poverty and obscurity. In 1779, Mesmer announced his "discovery" of animal magnetism in his book, Memoire Sur la Decouverte du Magnetisme Animal (Reflections on the Discovery of Animal Magnetism). Despite the fate of its founder, the practice of mesmerism (animal magnetism) carried on well into the 20th century.

During the ensuing period, animal magnetism enthusiasts were regularly lambasted in the press. One political cartoon (circa 1784) depicts Mesmer and his followers collapsing into panic and disarray before the scales of justice while being besieged by thunderbolts of "truth." Another cartoon of the period takes off on the *animalism* of animal magnetism by portraying Mesmer and his followers as a pack of dogs in the middle of a

road dancing in a frenzy, urinating, and falling into a drunken stupor.

Still another cartoon portrays a mesmerist as a donkey dressed in a tuxedo, his pockets bulging with money, performing Mesmeric passes over an apparently helpless fainted woman. This cartoon (and others like it), demonstrates the beginnings of one of the more harmful stereotypes of hypnosis...as a seductive or sexually coercive agent.

The roots of this discrediting may be found in the professional jealousies and animosities toward Mesmer at the time. A section of the Royal Commission's report (though suppressed for a nearly a century) spoke of the moral dangers of the practice, pointing to the fact that the majority of patients were female! We can only wonder what was in the minds of the investigators at the time! This stereotypic sexual insinuation of hypnosis has been carried on well into modern times. Even as late as 1972 (when I began practicing hypnosis), elders in my field advised me to have a chaperon present at all times during my sessions with women!

One of the greatest applications of mesmerism (eventually hypnotism) which developed over this period was its use as an anesthesia and analgesia. Perhaps the finest pioneer in the use of mesmerism for surgical anesthesia was James Esdaile, a British army surgeon. In his book, Mesmerism In India (1846), Esdaile reported on a series of 73 major surgical procedures performed over a period of 8 months in a charity hospital in India; including assorted amputations, tumor extractions, cataract removal, sinus surgery, hemorrhoidectomy, teeth extractions, etc. All surgeries

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were performed using mesmeric passes as the sole anesthesia. One of his more amazing surgical reports was of an operation on a man to remove an 80 pound scrotal tumor which the patient had been using as a writing desk!

Esdaile also reported a series of 18 medical cases where mesmerism was used successfully to treat headaches, sciatica, rheumatism, palsies, inflammations, tic-doloureux, convulsions, hallucinations and other ailments. He concluded that nervous disorders were especially amenable to mesmeric influence—an observation that was echoed by Charcot, Bernheim, Janet, Breur and Freud much later in the century (see future columns).

Esdaile had a cultural advantage in his work. Trance, as a state of being, was a more acceptable experience in India during the early 1800's than say, in the stiff and proper London of the same era. Nevertheless, his work was quite impressive by any standards.

Esdaile was a strict adherent to the animal magnetism framework. To prepare the patients for surgery, passes would be made over them for hours at a time. Esdaile writes of hiring native boys to perform the passes in relays when the physician got tired. He believed so thoroughly in the transfer of influence (by passes) model that he saw the production of trance as separate from the operator subject relationship! He wrote that the daily treatment of passes did not depend on the operator's "... intention of entrancing the patient, which is not necessary."

Like Mesmer, Esdaile was convinced of the existence of *the force* and also experimented with transferring it to inanimate objects. As a demonstration of his belief in an "ether" which transmitted magnetic influence, Esdaile conducted the following experiments. He and his associates spent hours making magnetic passes over large jugs of water. The jugs of "magnetized water" were placed next to naive subjects or behind a wall nearby without the subject's conscious knowledge (and occasionally

without the staff's knowledge). In this fashion, trances sufficient for surgical anesthesia were obtained.

Esdaile was not able to see how motivational factors, demand characteristics, and indirect suggestion played an important role in the production of such trances and anesthesia. He was so convinced that the water had been "magnetized," that he and his associates eventually took to making up large batches of magnetized water. These were stored for later use as a labor saving device a kind of *mesmeric storage battery* to be used on patients, without having to work so hard at giving all those bloody passes!

All "prop" strategies of hypnosis such as magnetic baquets, jugs of "magnetized" water, spinning disks etc., operate on principles of belief, expectation, imagination, motivation, and suggestion. Mesmer and his contemporaries were generally oblivious to the principles of suggestion. Esdaile's findings only reinforced his belief in an invisible medium of influence. It wasn't until the late 19th century that the agency of suggestion in hypnosis (mesmerism) was accepted as a fundamental principle of mesmerism (hypnotism) (as we shall see in future columns).

Conclusion

The historical presupposition that *influence travels from operator to subject* is a difficult bias to shake from our animal magnetist past. Until recently, patients have been seen as people with suggestion deficiencies instead of *people with reservoirs of potential*. Hypnosis is too often portrayed as dependant on the operator's personal influence rather than on the subject's unique situation, motivation, and potentials.

Today, when the brash young operator speaks of "putting someone in trance" he is showing these animal magnetist roots. Remember, the only one who puts the subject in a trance is the subject! The operator "at most" provides a context and is a *guide or catalyst* for the unfolding of the



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subject's own potential. As Milton Erickson used to say, "The trance belongs to the subject."

Soon we'll continue to follow the development of mesmerism and the birth of modern hypnotism from just after Mesmer's demise to just before Freud's use of hypnosis.

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Book Review: Instant Rapport By Michael Brooks

Warner Books 1989 - \$18.95 (Hardcover)

Whenever a new book is hot off the presses, we take a deep breath and "hope" for fresh new insights. What we gleaned from this one is that it is possible to puff up a few ideas into a 200+ page book.

In the early days, John Grinder and Richard Bandler discovered (or systemized) many of the patterns people use to operate their daily lives. These patterns came to be known as NLP. A small part of learning NLP has always been rapport skills. Now 10 years later Michael Brooks claims to have personally rediscovered rapport. In his introduction to this book Brooks says, "I developed rapport-technology using the model and discoveries of NLP. The two are closely related.(page 5)" In fact, Brook's work is an absolute subset of what NLP offers, which he conveniently fails to mention. I'd call that closely related too. Its also interesting to note that this book arrives without a bibliography crediting the real source of all the information. In fact, Bandler and Grinder are mentioned only once. Also absent is a listing of where the student/reader can obtain further information on NLP, other than contacting Brooks himself.

So what is "Rapport-Technology" you might ask? It is a way to make money, and sell books of course. There is nothing new here folks, just a stylized relash of existing books, tapes and videos.

Brooks devotes a chapter to each of the V-A-K representational systems and is quite thorough. For example, the reader learns that "Visuals" breath, speak, gesture, and have their eyes access in specific ways. This format is engineered for the masses and to that end it manages quite well. However, the format is so simplified that it reads like the astrology column in the daily newspaper. Instead of the "Aries person is mostly..." Brooks shares that: "Visual people are movers and shakers.(page 38)" - "Auditories possess a wonderful sensitivity to animals and may truly consider themselves part of the brotherhood of creatures.(page 53)" - "Kinesthetics are lovers. They're terrific in bed because of the plethora of sensations that can be created there.(page 76)"

The book also covers mirroring, strategies and anchoring with enough clarity so that the novice can understand and apply the techniques. If nothing else, this book is easy to read. It could be a good primer for new students of NLP as an adjunct to their supervised training.

What this book lacks is heart and ethical guidance. Rapport is fine, but it must be used with genuine respect, caring, and consideration for the outcomes of other parties. Real NLP trainers call this ecology; they teach it well and often. On pages 182-185 Brooks tells the story of how he manipulated a woman he dated (without her knowledge or permission) by anchoring her unpleasant feelings to make her quit smoking. Health issues aside, messing with someone else's "behavior" solely to suit our purposes is wrong and can be dangerous. In the hands of the emotionally immature this book easily becomes a guide to, "How I can make them love me and do what I want them to do." That is unfortunate.

This book will probably do well. It is being backed by Warner Books, and Brooks has already appeared on the Oprah Winfrey Show; a sign that "Michael Brooks the product" is being popularized. I am naturally skeptical when someone such as Brooks (who reportedly has "done no actual NLP course work") proclaims himself an NLP Trainer/expert. If he has the skills fine. If he applies and promotes those skills ethically in the future, even better. However, if his only outcome is "making a quick buck" then life will be just a little rockier for the other legitimate NLP Trainers and institutions who work hard to provide NLP with integrity.

Watch out folks, another "NLP star" has been manufactured.

How to Motivate Blah Employees

By M. Lynn Morgan

If you would like to further hone your skills in more quickly assisting your superiors, co-workers and subordinates to motivate themselves, this article is for you!!!

According to current thinking in the area of motivating and persuading, no one motivates anyone else--ever!! People motivate themselves and people motivate themselves in their own unique ways. Top performers respect this; they readily detect how others motivate themselves in two ways: 1) by asking precise questions and 2) by paying attention.

Pay attention to what, you ask? To the specific words people use to describing their thinking, their ideas, their goals, and their values. Pay attention to what is called in the jargon of Neuro Linguistic Programming, their "criteria words."

Write down your answer to this question before reading any further: "What do you want in a job?"

And again, if possible before reading any further, do some quick research, by asking five others in your work place what they want in a job.

Chances are that you'll get five word clusters, perhaps similar, but actually *different* in that the specific words are *different*. These "specific words" are more significant than you think. For example, you may have said, "I want a job that's challenging and interesting where my accomplishments will be recognized." Your office mate may say, "I want a job that's stimulating, fun and different from the run-of-the-mill." Another co-worker may say, "I want a job where I have a lot of independence and financial reward proportionate to the effort I put out." *Challenging, interesting, where I'm recognized, stimulating, fun, different, independent, financially-rewarding--aren't these words*

all essentially the same? They are awfully vague...

No! Absolutely not! The word cluster a person uses in answering this question has special meaning to that person. Their words symbolize to that person WHY he or she works. For some, their words also signify what's really important in life. These words are that person's "hot buttons," what turns them on, and what sparkles for them inside.

Suppose I have an assignment that either my co-worker or office mate could do equally well. My office mate has time for it. Were I a beginning manager, I might mistakenly (albeit enthusiastically) attempt to present it to him using my own criteria words: "I have a really interesting and challenging assignment here, one for which I promise you'll get recognition and thanks from Marketing..." He'll probably do it, and do it competently. What if, instead, you present it to him using his own criteria words? "I have an assignment here that I think you'll find *fun* to work on. It's somewhat *different* from anything you've done before, and I anticipate you'll find it *stimulating* to boot." Again, he'll do it competently, but with an eagerness that may surprise you. And what did it cost you to engender this much more eagerness in your office?

Experiment some more. Present a task to your co-worker thus. "___, I have two equally important tasks here to be done. One I think you'll find quite stimulating to work on. It's different, but I think you'll find it fun. The other requires a lot of independence. Done well, there's a possibility for a follow-up assignment, and that will mean more money. Which one do you want?" I guarantee she'll choose the latter; to her, "fun" probably means the task is

insignificant and certainly, not worthy of work time.

Have you written any proposals lately that weren't received with the enthusiasm or respect they merited? Have you made any presentations that didn't persuade? What will consistently make or break either is research done which includes the gathering of criteria words of those to whom you'll be presenting. And how can you detect them? Easy!! Locate memos, proposal requests, corporate mission statements, and letters they've written. Then, look for criteria words. People rarely express what is important to them in any given situation without using their criteria words.

A warning, though: Criteria words generally are situation-specific. The words one uses to describe what's important in one situation may not be the same words he or she will use in a slightly different one. For example, what I tell you I want in a "co-worker" may be quite different than what I want in a "job-well-done." So when you can ask specifically, "What do you want in a ___?" or "To you, what's important about ___?" You'll get very high-quality information very quickly!

So, right now, while you're still thinking about it...who are you currently not motivating as well as you could? Who would you like to see get more enthusiastic about tasks you're assigning them? How would they answer the question, "What do you want in a job?" If you don't know, go ask. Then, pay attention. It isn't subtle. You won't have to mind read. They'll tell you. And this time, you can listen in a new way.

Lynn Morgan is an Internal Consultant/Instructor for Boeing Commercial Airplanes. She has integrated NLP into a quality improvement course that she teaches. She can be reached at 13611 S.E. Fairwood Blvd.- Renton, WA 98058 or by calling (206) 255-8220.



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GETTING THE MOST FOR YOUR ADVERTISING DOLLARS

Just What is this New Improved, Professional Strength Advertising?

By Michael L. Phillips
Publisher

Advertising is an effective way to increase your business (no matter what you sell) if you understand how to use it properly. When you don't know the rules, and use advertising poorly, it can be a "costly lesson." It is expensive to spend money for advertising that doesn't work, but it is also expensive to lose potential sales because you are not advertising.

Over the next several issues we will explore some of NLP's fundamental precepts and see how they can be applied to your advertising to increase your success ratio. The same principals apply whether you are advertising for a major NLP Institute or selling your own services as a business consultant.

Two conversations I've overheard recently have sounded something like this:

First Conversation

"I ran a full page ad last month for my seminar and didn't get one response from the ad. I'm never advertising again. It's a waste of money."

Second Conversation

"We ran several ads and we were pleased with the response. We've had several phone calls for more information and signed up three more for the seminar."

The difference between these individuals is that #2 knows what advertising can and cannot do for

**"Life is 10% what you make it and
90% how you take it."**

- Irving Berlin

"Progress is impossible without change; and those who cannot change their minds cannot change anything."

- George Bernard Shaw

them. They also know how to maximize it's effects. The individual in conversation #1 hasn't a clue. They probably have forgotten the important NLP presupposition, "There are no failures in communication, only outcomes." Their communication (their ad) didn't work, and so they gave up. #1 is not demonstrating the flexibility that makes NLP (and life in general) effective.

To Sell or Not to Sell...That is the Question

Let's start from the crass and the obvious: *You do have something to sell.* Whether you provide services to clients, teach classes, or distribute books and tapes, you are promoting something. Whatever you do or provide and also get paid for, is your product. If you market your product well, provide tangible benefits to your customers, and manage the process of doing business...over time you will likely attain success (whatever that means to you).

The principles of advertising can be applied effectively to almost any business but for *true success* there is one absolute rule that you must follow:

YOU MUST PROVIDE WHAT YOU PROMISE OR YOUR BUSINESS WILL SUFFER.

Essentially advertising is your promise that you will provide "something of value to the customer." If you do not provide the *value* that you advertise, your customers will feel betrayed and your future business will wither and diminish radically. Customers who feel "ripped off" also have a tendency to tell their friends and ad-

versely spread the word about what terrible _____ you really provide. Eventually, your reputation will precede and overcome your best efforts at advertising and rapport skills to bring in new business.

Scenario: An individual who's primary skill is to promote himself as one of the foremost NLP trainers. This "trainer" has co-sponsored classes with several established NLP institutions. Unfortunately for the institutions involved this "trainer" isn't a very good teacher, therefore the students don't receive good value for their money. All the "magic" which is promised doesn't get delivered.

Result: After this "trainer" heads on down the road, the NLP institutions involved (who depend on referrals and community support to stay in business) will have an even harder time selling their services to the next group of students (customers). So chances for this "trainer" to get invited back would be small...and future invitations from other institutions will also decrease as his reputation begins to precede him. (Note: Just the opposite occurs for trainers who provide good service.)

YOU MUST PROVIDE WHAT YOU PROMISE OR YOUR BUSINESS WILL SUFFER.

Who Needs Advertising?

So, you sell the best WidgetSnappers this side of Kalamazoo? Or, perhaps you teach classes about how to "house break" giant St. Bernard's using secret NLP patterns and rituals. No matter how wonderful your product is, if potential customers / clients don't get the word...you are going to have a large inventory of that "wonderful product" in storage or be "presenting your class" to the night maintenance crew.

Properly handled, advertising gets your "stuff" before the public (poten-

tial customers). It tells people about you and/or your product. Advertising can be in a thousand places you can't personally attend, simultaneously telling people how you have what they need. Advertising is essentially your representative, speaking directly to the potential customers you may otherwise never meet.

The Purpose of Advertising

There are several things which advertising can accomplish for you. It is important to recognize and understand this list because, essentially one or more of these activities should be your *result or outcome which you are trying to achieve* with your advertising:

To become known in your industry

If you are starting a new business or are *radically* changing the services/products which your business sells, this is the kind of advertising you need. The point here is for you (if you are the *company*) or your organization to gain recognition as being a viable part of the market. This style of advertising also applies if you are trying to re-position what your business represents (who you are) in the marketplace. For example, several years ago Avis Rent a Car increased its market position with their catchy slogan, "We're #2, we try harder."

Example: *Astroscope Limited* is a new company which sells WidgetSnappers. There are already 3 other companies which sell WidgetSnappers, so the public "already knows about" the product. What *Astroscope Limited* needs to do is inform all the potential WidgetSnapper customers, that WE ARE OPEN FOR BUSINESS, "to serve all your WidgetSnapper needs."

Advertising at this point is informative: THIS IS WHO WE ARE. THIS IS WHAT WE DO. WE ARE HERE.

Besides announcing themselves to the public, *Astroscope Limited* also needs to create a **unique identity** which distinguishes them from the other distributors. What makes your *company* (or service) different from the others? How are you unique? Are you more conveniently located, are your prices lower, are your WidgetSnappers cuter (or maybe you

specialize in the hard to find blue models).

WHAT "SENSORY BASED" BENEFITS DO YOU PROVIDE TO THE CUSTOMER TO CONVINCe THEM TO VISIT YOU? WHAT "SPECIFICALLY" MAKES YOUR COMPANY DIFFERENT?

If you are advertising your NLP Institute, what image are you presenting to the public? How do you come across to people who may not even have an idea (yet) of what NLP is? Yes, you know who you are...but do they?

To normalize your product

This type of advertising is essentially an educational process. Suppose you have just invented a new product, service, or technology. You *just know* that your product *Redfizzels* will be all the rage and that you will make millions. Well maybe, if you have the staying power to last until *Redfizzels* becomes **recognized** in the marketplace.

Before *Redfizzels* can become a "hot seller," people will first have to know what the product is and to a lesser extent, what it will do for them. The product has to become *normalized* or commonplace enough in the marketplace to be readily recognized and understood by the consumer. When the salesperson *no longer has to explain* what *Redfizzels* (or your product) are, and can concentrate on selling the *benefits* of owning one--that is when the product has become normalized.

Example: NLP itself has yet to become widely normalized. This is a common scenario:

You: "We are going to use some Neuro-linguistic Programming."

Them: "Is that some kind of computer program?"

You: "No, its...." (and off you go normalizing)

The customer must develop a representation of your product; what it means to their model of the world. At some point in time the potential cus-

tomers has to ask, "Exactly what are *Redfizzels* and what can they do for me."

An interesting aspect of the normalization process is--that as more people see, and get to know about a product, the more generally accepted it becomes in the society and the more believable it becomes. Advertising to normalize a product strives to create **acceptance and believability**. Without these two aspects, very few customers will avail themselves of your product.

Example: If I see a someone drinking a product which is pea-green in color and has yellow and pink globs floating in it, chances are real good that I am not going to buy it...no matter how much they seem to be enjoying it. However, if over time (and time is an important factor) I see *several others* using the product, and I will be more inclined to give it a try. Repeated exposure to a product builds familiarity/acceptance, and the congruence experienced during the process (i.e., others enjoying the product) builds believability.

Almost every *new* product or service must survive *normalization* before it becomes viable. This applies as much to marketing training classes as it does to selling *Redfizzels*.

Note: This is especially pertinent to the NLP crowd where there seems to be a great tendency to create pseudo-technological-sounding names for goods, trainings, and services sold. Meta-, Opto-, Psycho-, "whatever" technologies, are some of the techno-extracts which are combined into "vague but important sounding nominalizations." Calling your new NLP training a "MetaLaser PatternSmasher" may impress a few people and feed your ego, but mostly, it will make it *more difficult* for you to *normalize your nominalizations*.

Time, repetition, and the clarity with which you explain the product (what it is and does)--all determine the how quickly a product assimilates into the market place. Or another way of saying it:

"Some things have to be believed to be seen." - Ralph Hodgson

To Sell Something Specific

Even if you or your company is well established in the market place, and

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your product is readily recognized (normalized), you probably still need *specific advertising*. There are as many reasons for this type of advertising as there are products. The basic intent is to draw public attention to a specific product, or marketing activity that you or your company is participating in.

Example: *NLP-R-US* sells books, tapes, and NLP goods. Historically, the disposable NLP lighters sporting Richard Bandler's likeness on one side and a fishing lure on the other, have been a big seller. This season *NLP-R-US* has an abundance of these purple colored disposable NLP lighters. However, market research says that lime green lighters, that only have the fishing lure on them, are going to be much more popular in the very near future. *NLP-R-US* is smart so they will sell off their inventory of purple colored NLP lighters as rapidly as possible. They decide the fastest way to sell the purple disposable lighters is to *put them on sale* and use advertising to announce the sale to a wider audience:

"Richard's Lighter is Less Filling!"
Purple Bandler's 50% Off
Sale absolutely ends Tuesday
Send your money to...

This type of advertising "announces your product" but is also gives specific details to the public and is generally *time sensitive*. Your offer (condition) will only last for a short time (duration). *Specific advertising* has a sense of immediacy about it which if handled correctly, is a motivating factor for the customer. This approach is very prevalent in North America where newspaper banners and TV advertising screams, begs, and demands your attention using phrases such as:

For a Limited Time Only...
This weekend only...
Special One Day Sale...

...and national holidays and pseudo holiday's are also employed to make things appear "time sensitive:"

"The time which we have at our disposal every day is elastic; the passions that we feel expand it, those that we inspire contract it; and habit fills up what remains."

- Marcel Proust

Thanksgiving Day Sale
Presidents Day Sale (combination of several birthdays into a week long sales)
In Honor of National Frozen Stuff Month

Another technique using immediacy is to limit the quantity being offered. This can be seen in ads which include phrases such as: Quantities Limited, Only ___ available, One-of-a-Kind Item, Limit 1 Per Customer, While Supplies Last, etc. Of course the idea is, if the customer doesn't hurry and buy NOW they will miss out.

At some point in time you will probably want to put special emphasis on specific items in your inventory or upon a particular service you provide. These might include NLP training classes, pre-publication sales of books/tapes or even public lectures. Specific advertising can be especially effective for promoting somewhat *less tangible services*. When your advertising is conveying *meaningful benefits* to the customer, it is doing its job and earning its keep.

Example: Many dentists and chiropractors advertise *special first visit packages* very successfully. This is where a "bundle" of professional services are packaged together and sold at a special reduced price for a limited time (first visit only or until a certain date). The advertising for these *special first visit packages* give the details (what specific services are provided to the customer) and set the terms (duration and whatever other requirements) of the offer. This sells some services up front and also creates the opportunity for a future relationship.

A similar application is to present free or inexpensive NLP demonstrations (open to the public). Show the audience how to get out of their negative state, remember names, or maybe spell better. Anything small but useful. Another twist might be a free (or inexpensive) tape, or quick sample of what you can do for them.

Note: Done effectively this marketing technique is an effective *teaser*. The customer gets something (knowledge, entertainment, professional services, etc.) in return for their time, money, etc. You get the possibility of future customers and some good practice getting your point across (never hurts). But, they must experience receiving "some real benefit" (IMPORTANT) or you will receive totally the opposite effect of what you intend. *You will advertise your*

incompetence. Remember, even if they are only giving you their time, that time is valuable to them, and they will expect value in return.

You can use specific advertising to promote almost anything... but you better be prepared to supply what you promise. You can supply more than you promise the customer... but never less.

To re-establish something specific

This is kind of the "catch-all-other-category" for advertising. It is primarily to tell your customer that something has changed and that you are doing business differently. For example Anchor Point recently changed its deadline for acceptance of advertising to the 15th of the month (you *did* get your notice-didn't you?). Notices, brochures, which we mailed out to our established customers is "re-establish type advertising."

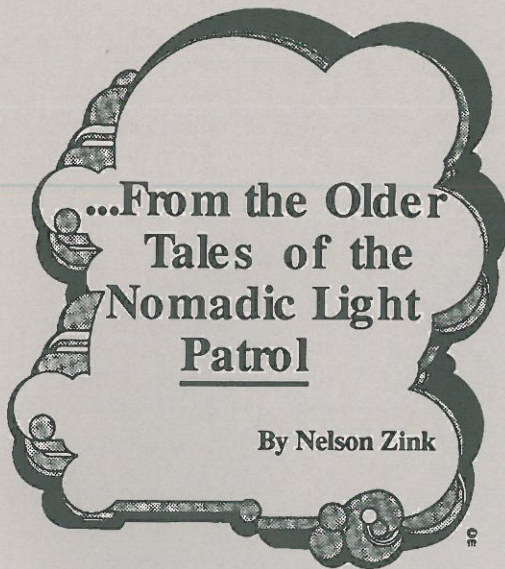
Other reasons for this advertising might be to announce changes in management and/or operational directions:

Example: John J. Pennysworth, who has run the Westside Center for NLP Studies, is retiring and selling the center to Harry R. Bigbucks. Under Pennysworth's direction, the center has barely broken even for the last 10 years. Now that Harry R. Bigbucks is in charge he is going to make some changes. First, the old Center will be renamed to the *Inter-Galactic Kingdom for Advanced NLP Stuff*. Then, the curriculum will be changed to include digital firedancing, principles of creative financing, and the submodalities of pastry baking. Obviously, H.R. Bigbucks should announce to the public that the new management has made a few small changes.

If your mode of business changes such that your customers will be affected, they need to be told and well in advance if possible. This includes changes in products, rules, personnel, deadlines, location, etc. ANYTHING that alters your relationship to your customer.

So far we have covered some of WHAT advertising is, and WHAT you need to consider when you are putting your projects together. Over the next several issues we will cover HOW to make your advertising effective. See you then...





...From the Older Tales of the Nomadic Light Patrol

By Nelson Zink

In 1084 at a village near Edo, Japan, an orphan was apprenticed to a master-maker of temple bells. The master, a man in his fifties, had earned his reputation after he cast four of the finest bells ever to be heard in Japan. They were called crawler bells because of the belief that the voice of these bells travelled more slowly than other forms of sound. The fourth of the bells, named the water-stone bell, was installed in a monastery near Kyoto.

From high on a ridge, housed in its own building on the temple ground, this bell rested, comfortable in its harness. Struck three times daily, twice in the morning and once in the evening, it was deeply cherished by all who heard it. In the mornings the sound would probe the valley mists, its deep sonorous tone running over the ground, cautiously working its way down the mountain side. The water-stone bell was unhurried, washing each bamboo leaf as it passed. At dusk when the air was dark and cool, the bell would raise its pitch slightly, wandering far into the night bringing hope to the weary.

After hearing this bell, the boy travelled all the way to Edo, its sound ringing in his ears, to learn the secrets of such a wondrous device. During the next 20 years, he mastered metal casting, the knowledge of alloys and most important, the secret geometry upon which the bell shapes were

based. Gifted in mathematics, he came to believe it was possible to construct the bell of his dreams, one which when struck would continue ringing forever. Continually regenerating its own timely fashion, it would ring to the ends of the earth. A bell, which once set into motion with a single stroke would finally ring through all of space. A bell whose musical agility matched that of space itself.

On the master's 75th birthday, the apprentice approached him with the idea. Thereupon the master went into seclusion. When he returned, he summoned his student and said, "The tone of a once-struck bell would indeed be very special. If you can hear it in your mind, I believe it can be made. However, I am too old and you must continue the journey alone."

Shortly thereafter the apprentice left the village bell-foundry and wandered into the mountains to be alone. There he stayed for 14 years, living in a narrow crack in the rocks and meditating beside a small waterfall. Each day he painstakingly constructed a new bell in his mind and calculated the different harmonics (of which there were 233 variations generated by the secret formula). The apprentice visualized complex patterns created by imaginary nodal meridians which revealed the vibratory properties he was searching for. Testing all the variations of each mind bell was a laborious and time-consuming task. One evening just before dark, he struck the right combination and heard in his mind the sound of rapidly spinning music which rolled on and on and on. Quick-

ly before the light failed the apprentice scribbled the bell's signature in geometric code on the back of a dried bamboo leaf. At last he had heard the once-struck bell. He listened to it all through the night and by morning had heard all of the major tonal vibrations and rhythms. The sound was not constant; it swelled and danced, moaned and shouted. Long melodic structures nimbly rotated through endless spirals. Enfolded within the bell's tone was the infinity of music.

In the morning he meticulously checked the tiny ideographs and diagrams drawn the night before. They were correct. With a happy heart he set out to return to the foundry and finally to construct the magical bell of his dreams. But on the way, while stopping to offer prayers at a mountain shrine, he suddenly realized that the fabrication of a physical bell was unnecessary. The ringing would be with him forever. So the leaf was left at the stone cairn where a warm summer rain washed it clean and the apprentice was never heard of again.

However years later there appeared on the Yoneshiro River a very old ferry man. If children were present and the river surface silent and smooth as glass, the old man would stand quietly listening intently and the exclaim, "Wind chimes!" Watching the incredulous children closely, he would widen his eyes and add, "But no wind."

Nelson Zink is an NLP Master Practitioner with a private practice in Embudo, NM.

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GOING BACK TO BASICS: Rapport

By Rachel Beth Hott

IN THE BEGINNING

And in the beginning the gods said let there be rapport. Beginning? What beginning you may ask. The beginning of an NLP practitioner training of course. Whether you are an NLP practitioner, Master Practitioner, or Trainer you all have had a beginning experience with NLP. Often times the beginnings are forgotten and we get involved in the middles, ends, continuations and of course revised editions. This column has been created to reinforce the foundations that were laid when you first learned NLP. In the beginning of an NLP training emphasis is placed on learning, practicing and integrating the basic techniques and presuppositions into your behavior. For the seasoned NLP'er my outcome will be to review, remind and RELAX you. If you are a newcomer to NLP this is your basics column. For you my outcome is to introduce to you NLP techniques and presuppositions consciously and unconsciously.

Genie Z. Laborde in *Influencing With Integrity* (Syntony Press, pg. 215), defines rapport as the "process of establishing and maintaining a relationship of mutual trust and understanding between two or more parties." Basically speaking, rapport is when you feel that the other person really "knows" you. You see eye to eye, feel in synch and are tuned into each other. In order to establish, build and deepen rapport, people must believe that you understand their point of view, opinion(s) or feelings without judging them. Take a moment and think for yourself, how do you know when you are in rapport with someone? What lets you know? Is it a feeling you have, something you hear

"Of all liars, the smoothest and most convincing is memory."

- Olin Miller

or see? Have you ever met someone for the first time and it felt like you had known them for years? What did they do in their behavior that enabled you to feel understood? Rapport comes at all levels, there are some people whom you may trust and respect but you will not be lifelong friends. It is not necessary to make a deep connection with everyone. What is important is that you have gotten the message across to the other person that you can be trusted and are willing to understand them. This doesn't mean that you agree with them. Many people maintain great rapport while they argue. For example, Siskel and Ebert, two movie critics on television, thrive on disagreement.

MIRRORING

One way to increase your level of rapport is to integrate mirroring into your behavior. The basic premise behind mirroring is that if you can match back the person's behavior, verbal expressions and/or internal feelings then you will establish rapport. Mirroring is not mimicry. It is a close approximation to the original behavior, verbal expression and/or internal feelings that have been identified. Some ways to practice mirroring are to match posture, breathing, keywords, gestures and/or voice quality.

When you first meet someone, matching posture is a natural way to establish rapport. It can occur in the first moment when each person is settling themselves into the interaction. In order to match, observe the person's position and mirror (or closely approximate) a similar position. Many managers tell me that they feel uncomfortable matching an employee's posture because it is not their own style. For example Pat, a manager which whom I worked, said her boss leans back in his chair with his feet straight out crossed at the ankle and his hands clasped behind his head. She felt uncomfortable adopting

such a different posture than her preferred style. I recommended that she adopt his posture in a more subtle manner. The other person should feel as though they are being understood not mimicked. After explaining that the match is a close approximation to the mirror image, I suggested that she lean back and stretch out her legs or cross them at the knee. I also suggested that every so often she should put at least one hand behind her neck.

She still felt uncomfortable and phoney because those postures were not hers. I told her that I understood how unfamiliar it was for her and that I just wanted her to be effective. She then said that maybe she could start with just leaning back. And so we both leaned back in our chairs and I ever so subtly stretched my legs out, crossed them at the ankles and placed my hands behind my head. "Now Pat you see how I am sitting, please do what you can and feel comfortable," I said. Pat rehearsed the posture with me and discovered that although the posture was not in her own repertoire, she was able to adopt it for the time being. She reported that after her meeting with her boss, where she matched his postures, she received a memo from him praising her for her innovative ideas. This was the first time he had ever done anything like that. Thus, Pat decided that matching, albeit unfamiliar, was worthwhile for getting the results she wanted.

MATCHING

I remember early in my practitioner training when I matched my boss's posture. I was asking for more money. My boss was behind his desk leaning back in his chair. I came into his office prepared with the facts. As we were discussing this issue, I noticed that I was leaning forward and I assessed that our conversation was going nowhere. Then a loud voice inside my right ear said MATCH POSTURE. It felt like I was switch-

ing gears and pulling an illegal U-Turn. I leaned back and within seconds a miracle occurred. I had an agreement with him to obtain the raise I was vying for. Matching posture does not always mean that you will get a raise, but it will establish rapport and when there is rapport you are closer to getting what you want.

Another way to establish, build and deepen rapport is to match a person's breath. For example, the location of their breathing might be shallow, mid-range or deep. Their rate may be slow, medium or fast. Sometimes people will sigh or hold their breath. A way to observe the breath is to keep your eyes scanning from the shoulders down to the lower belly. If you sit next to the person, it is also easier to see location and rate. Again this is a very subtle form of matching in order to establish rapport.

One trainee told me that there wasn't any way he could establish rapport with his mother because she sits very still and he felt that she would be offended if he matched her posture. However, he worked on matching her breathing, which he said was difficult to detect except for a slow slight movement in the upper chest. He did this for several days when they had dinner together. After a week, he was amazed to see his mother actually begin to shift her sitting position and interact more openly with him.

There were times when I have matched breathing and wished I hadn't because I began to feel uncomfortable. This happened when I worked with a halfway house population. Fortunately in my NLP training, I learned about crossover mirroring. This is when you identify the rate of the breath and instead of matching it exactly, you mark it out with a hand tap or foot tap.

KEYWORDS & GESTURES

Another mirroring technique is matching keywords and gestures. Of course you can separate these two and match them individually. However when identified as a combination, there is a significance within their message. Keywords are words that

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July 8 & 9, 1989

For more information, call or write to NY Training
Institute for NLP, 155 Prince Street, NY, NY 10012
212-473-2852

are marked out either by volume, tempo, tone, repetition, frequency or with a gesture. Gestures are isolated movements of the body. Common gestures are observed in the head, shoulders, hands and fingers. For example, waving hello, shrugging shoulders or nodding the head. Often people will emphasize a key feeling, thought or behavior with a gesture. For example "I really want to see your plans laid out clearly." When "see your plans" is stated, the accompanying gesture is a one-handed sweep at eye level. Imagine that you are interacting with this person and you want to establish rapport. What would you say to them? You could emphasize "see your plan" and simultaneously include the gesture they had used. Later on in the conversation (if it was relevant) you may repeat the gesture and pay attention to the response you get. This is also utilization of an auditory/visual anchor. (To be discussed in a future column.) An important point here is to not get attached to what you identify as their key word and gesture. Allow the interaction to be more fluid and move with them. If they show many dif-

ferent gestures with key words you also follow their repertoire. In a seminar, I illustrated matching key words and gestures by referring to a gesture that one participant had made. I purposely did not look at her and simply held my fingers the way she had when she was describing "ideas coming together." From the back of the room, she also put her fingers in the same position and reminded me of the content in which we were speaking. Our rapport was strengthened from this quick demonstration.

Business trainees often ask, "How do you establish rapport over the phone?" The only "observable" over the phone is the individual's voice and any background noise. When you listen to someone's voice you can identify their volume, tone, and tempo. When matching their voice quality, you identify the main characteristic of the voice. For example, I went into a corporation for a job interview. I had never spoken with or met the Vice President. As soon as we were introduced, I was struck by the deep resonant tone of his voice. Al-

Next Page ►

though my voice tends to be high and soft, I immediately shifted to a lower register. I maintained a register that was comfortable for me while still closer in approximation to his. Along with matching posture and backtracking (we will discuss this next) our interview was successful and I was hired.

If you are unsure of the main characteristic, then work on matching the entire voice. If you hesitate to match the entire voice, then identify one aspect of the voice to match and pay attention to the response you get. Some people are natural voice matchers and find that even when they meet someone with a foreign or regional accent, their language subtly matches these nuances. When I travel in Europe, I often sound like I am a non-English speaking person speaking English.

BACKTRACKING

Backtracking is another excellent skill to learn in order to maintain and deepen rapport. When you are in conversation with another person, take

the opportunity to give back to the person the information you are receiving. This lets the person know that you were listening and that you understand without judgement. It also gives you a chance to ensure your own understanding and/or ask for clarification.

The backtrack is the thread that tightens the rapport. Backtracking is saying back the "essence," not verbatim, of what the person just said. There are times when you backtrack and the other person adds on or corrects you. Being corrected can strengthen rapport because then you backtrack again and the person really feels you understand. There is also the possibility that being corrected will cause you to lose rapport. However losing rapport is like losing your balance. You fall, recover, and get back up again. When you lose rapport you have to find a way to regain it. Some of the ways to regain rapport are to backtrack accurately, and mirror (posture, breathing, key words, gestures and voice characteristics).

There may be times that you want to be "out" of rapport with someone. For

example if it isn't healthy for you to be around certain people, or if you are being held hostage at a cocktail party. Typically people think the way to break rapport is to be demeaning or disagree. Although this may work, I recommend mismatching. This means intentionally mismatch posture, breathing, key words/gestures, and voice quality. Rely on mismatching the nonverbal communication and you will be out of rapport.

For those of you who like experiments try these: 1. Disagree strongly and maintain rapport, or 2. Agree completely while breaking rapport. All experimenting should be done in a non-critical environment. The key element within establishing, building, deepening and maintaining rapport is the ability to pay attention to the responses you are getting. The response will let you know if you are in or out of rapport. When you are "in" continue doing your mirroring and backtracking skills. When you are "out" utilize your flexibility and change what you are doing until you are back on track.

THE PERSONAL TOUCH

Behind any technique there must be an authenticity of caring and real concern for the other person. (See Technicians Need Not Apply, *Anchor Point*, Nov. 1987). Rapport is such a people-oriented process. Yet, I am describing practical techniques to establish, maintain, and deepen rapport. It can and does feel mechanical! However, after a while, it becomes streamlined in your behavior. If you practice these skills and have no real interest in the other person the rapport will not develop. If you don't pay attention to the other person, it doesn't matter how proficient you become in your NLP techniques. It is the responses that you get and your own flexibility that hold the ultimate power in establishing, maintaining, and deepening rapport.

Rachel Beth Hott is Co-Director of Advanced Communications Trainings (ACT) with Steven Leeds. ACT offers practitioner and master practitioner trainings, business consultations, and private therapy work. Rachel can be reached at 31 Washington Square West Penthouse B - New York, NY 10011 or you can call her at (212) 529-9227 or (201) 509-9599.



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For registration or more information:

WESTERN STATES TRAINING ASSOCIATES/NLP OF UTAH
1569 East Waterbury Drive
Salt Lake City, UT 84121
(801) 278-1022

Coming Events

AVANTA NETWORK

139 Forest Avenue - Palo Alto, CA 94301 (415) 327-1424 (Call for info on additional trainings)

July 8 to The Virginia Satir International Training Institute
Aug. 4 9th Annual Process Community (Levels 1 & 2) (Crested Butte, CO)

THE CHANGEWORKS

P.O. Box 4000-D - Berkeley, CA 94704 (415) 540-5707

May 19-20 How to Be Funny: The Therapeutic Uses of Humor
July 27 Intuition Evening

DYNAMIC LEARNING CENTER FOR NLP

P.O. Box 1112 - Ben Lomond, CA 95005 (408) 336-3457

May 18-22 Creativity & Strategies of Genius
July 10-20 NLP Trainer Training

EASTERN NLP INSTITUTE

P.O. 697 - Newtown, PA 18940 (215) 860-0911

May 13 Introduction to NLP
June 10-11 Choice Point II
July 8 Introduction to NLP
July 22 - Aug 6 4th Annual Camp NLP

FAMILY PSYCHOTHERAPY PRACTICE OF SEATTLE

2722 Eastlake Ave. E., Suite 300 - Seattle, WA 98102 (206) 329-9101

May 12 Money Talks: Couples & Money (Lecture by Olivia Mellan)
May 13 Money Talks: Couples, Money & Self (Workshop by Olivia Mellan)
June 10 Coping in Court: Survival Tactics for the Expert Witness (Frank MacHovec, Ph.D.)

FAMILY THERAPY INSTITUTE OF ALEXANDRIA

220 So. Washington St. - Alexandria, VA 22314 (703) 360-4084

Oct. 5-9 David Calof - Hypnosis in Marriage and Family Therapy

FELDENKRAIS MIDWEST INC.

P.O. Box 090211 - Rochester, MI 48308 (313) 263-7702

July 1 to Feldenkrais Method Practitioner Training Program Begins
Aug 25, 1992

FUTUREPACE, INC.

P.O. Box 1173 - San Rafael, CA 94915 (415) 485-1200

May 19-21 Imperative Self Interventions - Emotional Choice
July 27-Aug. 25 Summer Intensive - Imperative Self
July 27 Imperative Self Training Begins (6-month program)

GRINDER, DELOZIER & ASSOCIATES

200 7th Avenue, Suite 100 - Santa Cruz, CA 95062 (408) 475-8540

Aug. 5-22 Practitioner Residential Training (Santa Cruz)
Aug. 5-22 Master Practitioner Residential Training (Santa Cruz)

GRINDER, DELOZIER & ASSOCIATES

120 Queens Parade East, Newport, NSW 2106 Australia (02) 997-3137

June 24 Practitioner Training Begins
June 24 Master Practitioner Training Begins

THE HUDSON CENTER

12111 Pacific Street - Omaha, NE 68154 (402) 330-1144

One-day Brief Therapy & Two-day Ericksonian Hypnosis (dates and locations below)
May 5, 6 & 7 Nashville, Tennessee
May 12, 13 & 14 St. Louis, Missouri
June 2, 3 & 4 Salt Lake City, Utah

METAFORMATION, INC.

3538 Marlowe Ave. - Montreal, PQ H4A 3L7 Canada (514) 486-1282

May 14 How Much Pleasure Can You Stand?
May 27-28 Introduction to NLP
June 9-11 Practitioner Integration
June 23-24 1989 Practitioners Testing
June 25-27 Robert Dilts: Advanced Training



THE MIDWEST INSTITUTE OF NLP*702 West Colfax, South Bend, IN 46601 (219) 232-9636 or (312) 222-8968*

- June 3-4 Successful Communication Skills (Oakbrook, IL)
- June 9-11 Self Hypnosis for Health Change (South Haven, MI)

NEW LEARNING PRINCIPLES INTERNATIONAL*2219-102 E. Thousand Oaks, Blvd. #142, Thousand Oaks, CA 91362 (805) 379-0624*

- July 10-Aug. 9 Excellence in Education

NEW ENGLAND INSTITUTE FOR NLP*RFD #3-AN, Pratt Corner Road - Amherst, MA 01002-9805 (413) 259-1248*

- June 17-19 Self-Concept Workshop
- June 23-25 Empowerment Workshop

NEW YORK TRAINING INSTITUTE FOR NLP*155 Prince Street - New York, NY 10012 (212) 473-2852*

- May 6-7 Dynamics of Choice
- May 13 Where NLP & Spirituality Meet
- May 17 Graduate Training (Beyond MP)
- June 9-10 Learning Self-Hypnosis

NLP AUSTIN*Rt. 3, Box 236-D - Leander, TX 78641 (512) 328-3333*

- May 12-14 Robert Dilts Live

NLP CENTRE*338 First Avenue - Ottawa, Ontario, K1S 2G9 CANADA (613) 232-7782 or (416) 283-3461*

- May 15-18 Ecological Goals

NLP COMPREHENSIVE*2897 Valmont Rd. - Boulder, CO 80301 (303) 442-1102*

- May 5-7 Beyond Co-Dependency: Healing the Trauma (Denver, CO)
- May 6-7 Business Influence & Excellence (Lakewood, CO)
- May 20 Parenting Made Positive (Lakewood, CO)
- May 21 Using Your Brain with NLP (Lakewood, CO)
- June 9- July 6 Summer Residential Practitioner Training (Winter Park, CO)
- Aug. 18-Sept. 5 Residential Master Practitioner Training Begins

NLP INSTITUTE OF ONTARIO*633 Bay Street, Suite 2223 - Toronto, ON M5G 2G4 Canada (416) 977-7810 or (800) 663-6730 in Canada*

- May 26-28 Advanced Metaphors Training
- June 16-18 Time Line Training with Tad James
- June 24-25 Richard Bandler: Patterns of Persuasion
- June 20-22 Dynamics of Influence and Choice (evenings)

NLP INSTITUTE OF WESTERN CANADA*2021 Columbia St - Vancouver, BC V5Y 3C9 CANADA (604) 872-1185*

- May 29-30 High Performance Modeling (and June 26-27)
- June 27-29 The Allergy Workshop

NLP PRODUCTS & PROMOTIONS*13223 Black Mountain Road #1-429 - San Diego, CA 92129*

- May 8-12 Submodalities (Sydney, Australia)
- May 26-28 Patterns of Persuasion (San Diego, CA)
- June 17-18 Applied Neuro Dynamics (Dallas, TX)
- June 24-25 Patterns of Persuasion (Toronto, ON Canada)

OTHER THAN CONSCIOUS COMMUNICATION*P.O. Box 697 - Friday Harbor, WA 98250 (206) 378-4999*

- May 8-19 Dave Dobson's OTCC Spring "Fun Shop"

PROFESSIONAL DEVELOPMENT ASSOCIATION*Contact: Cyndi O'Neal (304) 253-8068*

- Sept. 18-19 David Calof - Adult Children of Incest and Child Abuse: The Recovery Process in Individual, Marital and Family Therapy (Charleston, WV)
- Sept. 21-22 David Calof - Adult Children of Incest and Child Abuse: The Recovery Process in Individual, Marital and Family Therapy (Louisville, KY)

PROFITABILITY GROUP

1001 Bishop Street, Suite 702 - Honolulu, HI 96813 (808) 521-0057

- May 12-14 Time Line Therapy Certification
- May 14-16 NLP & Ericksonian Hypnosis Certification
- June 9-11 Time Line Therapy Certification (New York, NY)

SHERLCO CORPORATION

2022 31 St. S.W. - Calgary, AB T3E 2N2 CANADA (403) 240-3565

- May 12-14 Advanced Submodalities & Timeline Therapy
- June 9-11 Advance Behavioral Modeling

SOUTH EAST CENTER OF NEURO-LINGUISTIC PROGRAMMING

P.O. Box 1140 - Pawleys Island, SC 29585 (803) 546-2255

- Sept. 15 Practitioners Training Begins

SOUTHERN INSTITUTE OF NLP

P.O. Box 529 - Indian Rocks Beach, FL 34635 (813) 596-4891

- July 1-24 International V NLP (Zermatt, Switzerland)

THE NLP CONNECTION

3500 St. Charles Ave. - New Orleans, LA 70115 (504) 891-1212 or (504) 889-8524

- June 3-14 Trainer Certification
- June 10-11 Richard Bandler Workshop

UNIVERSITY OF NORTH FLORIDA

Division of Continuing Education - P.O. Box 17074 - Jacksonville, FL 32245-7074 (904) 646-2690

- July 9-22 The 5th Annual NLP Institute Summer in London, England (Optional College Credit)

WESTERN STATES TRAINING ASSOC./NLP OF UTAH

1569 East Waterbury Drive - Salt lake City, UT 84121 (801) 278-1022

- May 5-7 Awakening Your Personal Genius
- May 17 Increasing Your Effectiveness - An Intro to NLP
- May 19-22 Advanced Health Beliefs
- June 10-12 The Logical Levels of Change
- June 21 NLP: An Overview

CONFERENCES

Mountain States Regional NLP Conference - Mission Possible

- Sept. 2 & 3 - Yarrow at Park City, Utah
- For information: Ann Lazerus
(801) 521-0200 (work)
(801) 575-6912 (home)

4th Central Regional Conference - Quality Results Through NLP

- Sept. 8-10 - Indianapolis, Indiana
- For information: Lee A. Peters
7015 Hoover Road
Indianapolis, IN 46260-4169
(317) 259-4460

1989 Destination: Canada - 3rd Canadian NLP Conference

- October 28 & 29 - Ottawa, Ontario, Canada
- For information: Patricia M. O'Reilly
2082 Tawney Road
Ottawa, ON K1G 1B8
Canada
(613) 523-3791



Product Sources

Looking for a reliable source for NLP products? We have personally done business with the folks below and found that they provide good service. Call or write them for catalogs or a listing of books, tapes, videos, etc. that they offer. Let them know you heard about them through *Anchor Point!*

Georgian Bay NLP Resource Centre

P.O. Box 1210
Meaford, ON N0H 1Y0
CANADA
(519) 538-1194

Grinder Resource Center ****

1803 Mission Street, Suite 406
Santa Cruz, CA 95060
(800) 635-0778 In California
(800) 338-4667 Nationwide

Metamorphous Press

P.O. Box 10616
Portland, OR 97210-0616
(800) 937-7771
(503) 228-4972

NLP Books

2705 Vassar Dr.
Boulder, CO 80303
(303) 494-2643

NLP Comprehensive

2897 Valmont Rd.
Boulder, CO 80301
(303) 442-1102
(800) 233-1657

Southern Institute of NLP

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Note: ****

The **Grinder Resource Center** has recently moved, and this is their new address. Please update your records.



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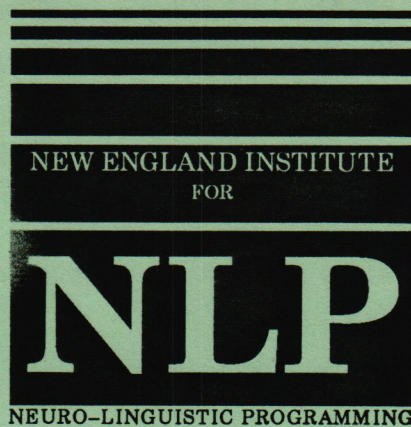
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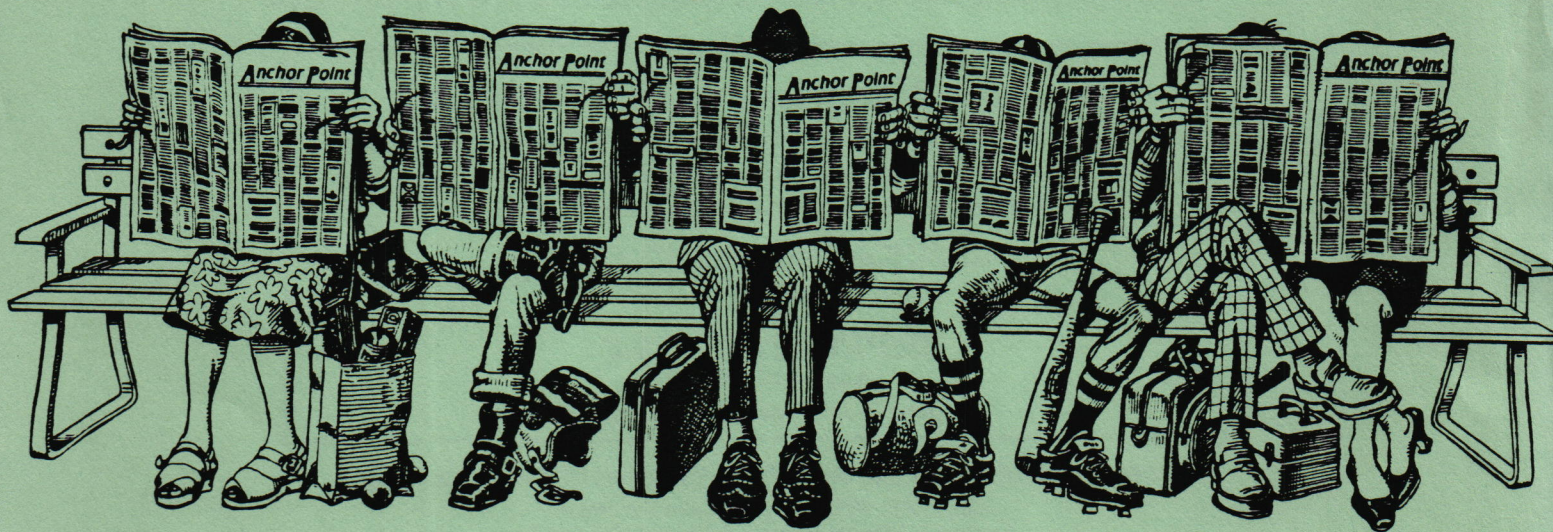
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