Five-Step Sales Process
NLP Master Sales System

John James Santangelo C.Ht.
Since starting at the early age of 15 years old as a professional magician, John James Santangelo has gone on to become one of America's top speakers spreading his infectious spirit and utilizing his ability to entertain while teaching. He offers audiences nationwide an exciting, motivating and enriching experience and redefines the words enthusiasm and passion while giving audiences not only the "what" but also the "how to do it," empowering them to succeed in their personal lives as well as their career!

John is a leading expert in understanding and stimulating human potential. Utilizing powerful delivery and newly emerging methodologies, John's customized presentations will teach, inspire, and channel any audience to new levels of achievement.

John’s interactive and exciting seminars empower participates to continuously reach for higher levels of performance to make the changes necessary to achieve their goals. He teaches his audience HOW TO model excellence and the ‘process’ of change itself to produce fresh new capabilities leading to outstanding results. They learn how to develop a flexibility of thinking that is congruent with the volume, speed and complexity of change in today’s fast-paced world.

John is a Toastmaster award recipient, a certified health and fitness consultant, a volunteer ‘Big Brother’ of the Big Brother and Sisters of America Association, spokesperson for the Make-A-Wish foundation, a college graduate with honors achieving his certification degree in clinical hypnotherapy, a behavioral specialist, a trainer in (NLP) Neuro-Linguistic Programming, and 25 years experience as a successful entrepreneur to currently a professional speaker, author, trainer and coach.

John is founder of Maximum Success Empowerment Seminars, a personal, professional coaching and development program company that is dedicated to teaching people how to unleash their awesome inner ability, maximize their potential, to produce outstanding results. John has the knowledge, background, and experience working with companies such as the Learning Annex, Mary Kay, Microsoft, Well Point, Xerox, Century-21 and RE/MAX Realtors, Multi-Sclerosis Society, the Teamsters Union, and post 9/11 as head trainer teaching lie-detection skills to the US Army counter-intelligence team in Fort Bragg, North Carolina.
We use the term "magic" in NLP to speak about the very structure and experience of excellence. So when anybody does something in a superb and wonderful way-- from learning, decision making, staying motivated, being resilient, operating proactively, managing, making wealth, selling, etc., we know that that experience has structure and that we can learn and replicate that magic. NLP, as a model of human functioning, takes a very different attitude from some of the old psychologies. In NLP, we do not start from the assumption that people are broken. No. Instead, we assume the opposite - that people work perfectly well, that they have all the resources that they need, and that the only problem isn't with them, but with their strategies or programming.

The Origins - NLP is a branch of the Cognitive Sciences and Cognitive Behavioral Psychology. It grew out of General Semantics (Korzybski), Transformational Grammar (Noam Chomsky), Anthropology and Cybernetics (Bateson), Reframing (Watzalawick, et al.), Family Systems (Virginia Satir), Gestalt Therapy (Perls), Medical hypnosis (Milton Erickson), and several related studies, which is the most respectable body of knowledge from which NLP arose.

The Founders - The development of NLP came in very tumultuous times of the early 1970s in America and specifically in California. A time of social upheaval, Vietnam War protests, drugs and rock-n-roll. A young Santa Cruz college student (Richard Bandler) happened upon the work of Fritz Perls and then Virginia Satir and found that he could mimic their high-level therapeutic skills and produce the same results with the same effectiveness in a very short period of time. So he enlisted the help of a young college professor of linguistics (Dr. John Grinder) to help him figure it out and supervise a class and suddenly they both were replicating the skills that were supposed to be graduate therapy skills and figured out (or modeled) the magic of these therapeutic wizards. So it began on the campus of the University of California at Santa Cruz, Bandler used what he knew about patterns in mathematics and computers and Grinder used what he knew about patterns in linguistics to create a model about the Perls and Satir model-- a meta-model ("meta" is Greek for "above, beyond, and about). After enjoying immediate and powerful results from their initial modeling projects, Richard and John set out to model with a formal introduction from Gregory Bateson, the hypnotic skills of Milton Erickson, and many other influential individuals whom they distilled information from. And within two years, they produced the original NLP books -

The Structure of Magic, Volumes I and II
The Patterns of the Hypnotic Language of Erickson, Vol. I & II

They built a communication model about human "thinking" and "processing", how we see images, hear sounds, reproduces smells, tastes and touch in our mind to track and structure subjective experiences. Then another influential student - Robert Dilts was soon commissioned to write the first scholarly book on NLP, entitled; Neuro-Linguistic Programming, Volume I: The Study of the Structure of Subjectivity. This set forth NLP as a model and a foundation for the epistemology within the nature of psychology and science!

In the introduction to The Structure of Magic Series, Gregory Bateson says that Bandler and Grinder "create the beginnings of an appropriate theoretical base for the describing of human interaction... "Grinder and Bandler, have succeeded in making linguistics into a base for theory and simultaneously into a tool for therapy!" To this day, NLP has diversified into a whole new journey of therapy, change and evolution. Though it's roots will always remain in Linguistics!
A Model of Communication and Personality

Neuro-Linguistic Programming (NLP) began as a model of how we communicate to ourselves and others. It was originally developed by Richard Bandler, John Grinder and others. NLP is a model of structure which explains how we process the information that comes to us from our outside world. The belief is that "The map is not the territory." And so the internal representations that we make inside our minds about an outside event are not necessarily the event itself. It is only representation of our outside world.

Typically, what happens is that there is an external event, we run that event through our own internal processing filters. We then make an Internal Representation (I/R) of that event. Those I/R’s of the event combines with a physiology creates a state. "State" refers to the internal emotional state of the individual i.e.; a happy state, a sad state, a motivated state, and so on. Our I/R includes our internal pictures, sounds and dialogue, and our feelings (for example, whether we feel motivated, challenged, pleased, excited, and so on). A given state is the result of the combination of an internal representation and a physiology. When we experience an event coming in through our sensory input channels it includes:

**Visual** including the sights we see or the way someone looks at us

**Auditory** including sounds, words we hear and words spoken to us

**Kinesthetic** or external feelings, including the touch of someone/something

**Olfactory** which is smell; and

**Gustatory** which is taste.

**Neuro** - The Nervous System, through which our experience is processed via five senses:

* Visual
* Auditory
* Kinesthetic
* Olfactory
* Gustatory

**Linguistics** - Language and other non-verbal communication systems through which our neural representations are coded, ordered and given meaning:

* Pictures
* Sounds
* Feelings
* Tastes
* Smells
* Words (self-talk)

**Programming** - The ability to discover and utilize programs we run (the communication to ourselves and others) in our neurological systems to achieve our desired outcomes.

“NLP is a methodology based on the overall operational presupposition that all behavior has a structure, and that structure can be modeled, learned, taught, and changed (re-programmed). The way to know what will be useful and effective are acute perceptual skills. NLP has evolved as an innovative technology enabling the practitioner to organize information and perceptions in ways that allow them to achieve results that were once inconceivable.”

~ Richard Bandler
Chapter 1

Introduction

What you get by achieving your goals is not as important as what you become by achieving your goals."
~ Zig Zigler ~
Five-Step Selling Process

There is no such thing as selling... people must BUY from you when creating a monetary transaction. Buying is simply put, a decision making process. And it is based solely upon HOW we feel at the moment of that decision. People DO NOT buy products or services, they buy FEELINGS! Period! How they feel about the product or service is the determining factor in what they DECIDE to buy. Therefore, if you, as the salesperson cannot create an atmosphere of trust and likeability you are guaranteed the prospect will not buy from YOU!

“People buy emotionally and then justify their decision logically!”

The challenge with most sales books and programs is that they try to teach you to persuade an individual they need your product or service. But the successful salespeople of today’s new paradigm of selling understand that’s it’s to help people decide how you can fulfill THEIR buying strategy. The idea is to help guide and influence them to DECIDE your product is the one that fills their wants and needs.

Individuals BUY because of only 3 reasons;
1. They can communicate their needs, they’re listened to!
2. They LIKE you, thus Trust you.
3. They FEEL good about you, your product and most importantly themselves.

1. Establish Rapport
   - Energy = (Set your confidence anchors)
   - Likeability = Trust
   - Create Rapport

2. Ask Questions
   - Shows interest / (Set reassurance anchors)
   - Focuses attention / intention (use directional language)
   - Gathers information

3. Find Need & Value
   - Uncover needs (Meta-Model Questions)
   - Agreement frames (“I agree. I respect. I appreciate.”)
   - Bridge understanding (parrot back or Reframes)

4. Link Need To Product
   - Hypnotic language
   - Conditional close ( “What if... Imagine... Because... )
   - Fire off anchors of Trust

5. ASK For Sale
   - Language (“How can we...?”)
   - If no, return to #3
   - Future pace package / Fire off Trust anchors
Major Themes

- Intention is Projection
- Rapport Building
- State Management / Anchors
- Uncover Buying Strategies
In order to successfully achieve your goals, two things must be present in the process. One; you must know specifically what it is you desire, and second; learn to get out of your own way! Begin by asking yourself this important question - "If I knew I couldn’t fail, and I could only succeed, what would I be, do or have?” Answering congruently, you’ll then start moving towards your goal(s)!

1. Stated in the positive
   Know what you want, not what you don’t want!

2. Specify present situation
   Where are you now? (Associated)

3. Specify outcome
   What will you see, hear, feel, etc. when you have it?
   - As if now,  - Make it compelling,  - Insert into future (dissociated)

4. Specify evidence procedure
   How will you know when you have it?

5. Is it congruently desirable?
   What will this outcome get for you or allow you to do?

6. Is it self-initiated & self-maintained?
   Is it only for you?

7. Is it appropriately contextualized?
   Where, when, how, and with whom do you choose to have it?

8. What resources are required?
   What do you have now, and what do you require to achieve your outcome?
   - Have you ever had or done this before?
   - Do you know anyone who has it?
   - Can you act as if you have it?

9. Is it ecological?
   For what purpose do you choose to have it?
   What will you gain or lose of you have it?
How many times have you heard this phrase? I'll bet thousands, and how many times have you properly asked? Yes, there is a proper way to ask. Many individuals like yourself, are searching for meaning in life, while others make the assumption their life was laid out like a one-lane highway and this is the only road to drive upon. Let me assure you, it's the only road they're aware of because they haven't mapped out a destination. Real success becomes the destination you plot out for your life. You'd never think of building a home without proper blue prints, or planning a vacation without reservations. Many people will take a whole year to plan for one day of their marriage and never take one day and plan for a year of their lives together. A shame!

I have personally coached individuals from all walks of life to help guide them in their quest of that fulfillment. The biggest challenge most have in designing an extraordinary life is they don't understand they have the power to control it at all times. They don't understand when things don't go their way, they're actually asking for it in one form of how the universe provides. Most don't understand, in order to manifest abundance and prosperity, you must know exactly what it is you desire in order to create it. This is how the universe works. You ask, it provides, that simple! Unfortunately, most never ask, or worse yet, ask for what they don't want instead, and the universe provides for that also…  “I don’t want to be sick.” “I don’t want to be unhappy.” “I don’t want to be in this stinking job.” “I’m tired of being poor.” “I wanna make enough money to pay my lousy bills.” “I hate my body.” I don’t wanna be in this unhealthy relationship.”

The challenge is that most don’t know what it is they do want. And “If your goals are not being fulfilled, you’re fulfilling someone else’s.” Think about it. How long have you dreamed of somewhere else other than the path you’re on now? The answer to lead a life of fulfillment and purpose, is to decide now what direction you’d like to map out for your life? You see, your brain only does one thing 24 hours a day… it moves you in the direction of your dominant thoughts. So, what do you focus upon daily? Regret, shame, guilt, blame, lack of abundance? If this is your daily focus, guess what, it’s what the universe will provide for you. It doesn’t have discretionary ability, it moves you in the direction of what you focus upon. Emerson said, “you become what you think about, all day long.” So, choose carefully!

But how do I choose you ask, and ask properly? Well, there is a simple formula. You ask in the three P’s. Personal, Present tense, Positive. That’s it, easy isn’t it? Not really. If it were, everyone would already have all they desire. The key is to maintain your focus upon what it is you desire moment to moment! Even when things seem to not be going your way, remain focused! This is the key. We’ll expand on this formula in greater detail later. For now, just imagine if anything were possible, what would you really like to be, do, or have in your life? This simple act of manifesting is the foundation for all success, abundance, and prosperity.
“Every action generates a force of energy that returns to us in like kind… What we sow is also what we reap.” Deepak Chopra

Action

Action is the primary vehicle to which all your dreams, goals, and desires are manifested. Nothing in the universe has been created unless it was first initiated by a thought. One major law of physics, law meaning "rule of action", is cause and effect. Every thought, word and deed is a cause set in motion, which sets off a wave of energy throughout the universe. "For every action, there is an equal and opposite reaction." Every cause, whether individual or collectively, results in an effect, from the microcosm to the macrocosm. For anything to be created or occur in the physical world, something must cause an event to take place. There's a very specific relationship with this law, it is the law of motion. In order for an object or event to move from it's existing location or reality, something must exert enough pressure, and come in direct contact with that object for it to be modified or changed.

So how does this apply in your life? In order for you to manifest anything in your life, you must exert some kind of pressure and make contact with your goal to create movement and produce a result. Action, in of itself, is a neutral characteristic. It is not concerned with what or who exerts the pressure. Action is the characteristic of movement, not direction. Action coupled with direction creates a desired result. One without the other becomes a useless tool. Clarity is power. But without action, it's just potential power. The simple act of movement or energy is the determining factor in the success of your goals.

The factor in determining the results you receive will be when you decide to take action. It is a cause set in motion and energy placed behind your goal. One major condition which stops most people in deciding to take action is FEAR! Fear stops more people from reaching their dreams than any other factor. The fear of rejection, fear of ridicule, fear of failure, even the fear of success. Yes, success! What happens if I succeed, then what? What will I have to give up in order to have this goal? Have you heard this before; “Be careful what you wish for.” It is the fear of the unknown which truly scares people into complacency. We'd rather do nothing than take action to move in the direction of achieving our dreams. Sounds self-defeating doesn't it?

General Patton once said, “Fear kills more people than death, death kills us but once and we don’t even know it. Fear kills us over and over again, suddenly at times, brutally at others.”

Because there is a direct consequence for every causal relationship, deciding not to take action is also an action set in motion. The consequence of in-action can be more detrimental than the effect of the action taken. Your ability to risk is directly proportionate to the risk you face at every moment. Risk = Results! The connective relationship between risk and results is action. It is the bridge which connects the two concepts together. It’s not that we don’t know what to do, it’s that we’re in fear of taking risks to define what it is that we do want or desire. Taking action IS the only way to succeed in ANY area of your life! What are you willing to risk right now to change your life and move in a new direction? The choice is yours!
“Awareness alone can create immense transformations.” John James Santangelo

What IS working? This one question encapsulates the entire concept of awareness. What do you focus upon? What is working or what isn’t working? When you know your outcome and have taken action… is it working? In the area of your life you decide to focus upon, are you aware of it working or not? What results have you produced? Many individuals focus on the failure of the process. When you consistently focus on what is going wrong, what didn’t work, or what failed, you’ll produce more of those results. Let’s look at it from another perspective, and view failure as just another result. It’s just one answer to the same question. A question which has many answers. One answer, one result. In the bigger picture, all you have done is produced a result, but not the one you intended. Once you know what it is you desire, all the opportunities will begin to appear, and it’s just a matter of becoming aware of them.

For example; if you’ve ever bought a car and been out driving around, have you noticed how many other people are driving the same car? Did they all go out and buy the same car on the same day? No! It’s because you just opened up your awareness to that particular object of desire. Again, once you know what it is you want, the universe will provide for you all the opportunities to help you manifest it.

Neurologically, we are taking in two million bits of information per second into our brains through our five senses. Our brain then distills it down to just seven bits of information, plus or minus two. Imagine all the information that is lost, and all the opportunities we miss because we can only process such a small amount at one time. Because we are also governed by the pain/pleasure principle, our body’s primary intention is to avoid pain, then to achieve pleasure. So we tend to look for pain avoiding strategies first. We’ve been conditioned over the course of our lives to become aware of what doesn’t work and avoid the pain of having to deal with the disappointment of failure. We tend to give up after a couple of attempts.

Once you have a clear vision or purpose in mind, your brain goes to work to gather all the available information it requires to manifest that goal. Because there’s so much information being made available to you all at once, (the solution as well as the challenges), all you need to do is become aware of the information presented to you. Most people focus upon the challenges in their lives, so guess what… what you focus upon becomes your reality. When you focus upon what’s not working for you, you produce more of what’s not working. Very few people view failure as feedback to their goal or purpose. After all, it’s just information. It’s just one result. Once you turn your focus upon what IS working, you’ll become aware of all the information you need to fulfill your goal. Awareness is a choice. Even the finest information is useless without a purpose. Know your outcome, take massive action, and notice what is working. Your greatest intuitive asset will be to “Know thy self” your inside and outside world.
Once you know your outcome, have taken action, and become aware of your results, did you produce the results you intended? If so, congratulations! If not, now what? Many people get stuck at this point, usually trying a couple times at most and then giving up. (Do you know what the definition of trying is? - Excusing failure in advance.) This is where your flexibility comes into play. In order to achieve your desired outcome you must be flexible in your approach. Most likely your desired results will take a couple of attempts. Statistically, you probably won’t succeed the first time, harsh but real. Given this, how many times will you continue in the face of adversity until you succeed? This is determination! But if you continue producing the same undesired results, along with the same approach, it won’t matter how many times you try, you won’t achieve your intended results, because nothing has changed.

As I said in the last chapter on awareness, you’re going to produce a result. In order for you to produce your intended result, you must change your approach and do something different. This one concept will lead you towards success. Undoubtedly you’ve experienced this a number of times, maybe within a relationship? You keep running into the same conflict over and over again, only to make the assumption that this must be the way the relationship is. No, it’s not! You just haven’t found a way it will workout yet.

Begin to open up and develop your awareness of the results you produce and become flexible, change your approach. Become aware of your old limiting beliefs and boundaries. Know they are just old programs which were formed at a very young age. 85% of your beliefs and programs have been formed at the age of eight years old. The other 15% are learned by the time we’re 21. Some are structured to keep you safe while others keep you from living your dreams. Beliefs you picked up from your parents, friends, and teachers, beliefs which weren’t yours. They no longer hold any validity in your life unless you hold on to and support them. Buying into these old beliefs holds them in place, and you’ll usually find evidence to support these limiting beliefs.

Recognizing these patterns can be a challenge in of itself, because 90% of what you do is unconscious. As you begin to become aware of them, you’ll be able to distinguish between the ones that are working for you and the ones that aren’t. And when you can make the distinction between the two, you’ll gain power over those patterns and notice more often what IS working. To become aware is the start of your flexibility. Being flexible is simply being aware of what’s not working, and then doing something different, anything. Achieving great success comes to those who can be continually flexible in their approach. Believe you can achieve success, abundance, and prosperity. Know it’s all possible and keep on doing what does work until you find the way, the path to your success. The vehicle will present itself when you’re clear about your intention. Take massive action, be open to all possibilities, and change your approach and you’ll soon find yourself relishing in that sweet feeling of success.  

Blessings, John


#1 - Getting clear about where you want to be and what you’ll achieve.

Every New Year many people attempt to set some kind of resolutions only to see themselves giving up after their passion wanes. My hope is that you take on this challenge set before you and actually do this process I’ve been refining over the past two decades and use it to produce extraordinary results!

WHY do you think most people never achieve what they truly want in their life? Three reasons. 1; they don’t know clearly WHAT they want. 2; they don’t ever develop the necessary skills to achieve them. And 3; they never learn to get out of their OWN way! The ONLY way to achieve anything is to HAVE A PLAN, FOLLOW THOUGH on it, and BELIEVE in yourself! That’s the exact process we’ll be going through on these 3 pages.

If you truly want to make a difference in your life, you’re going to have to learn the most important lesson of all; in order to achieve your dreams you’re going to have to do something different than you’ve done in the past! (So take a moment, really. Finish reading this sentence then STOP what you’re doing, take a breath, sit back and just make a commitment to yourself right now to decide to do whatever it takes to follow through with this.)

“Ask and thou shall receive, seek and you will find, knock and the door shall be opened to you.” Matt 7:7

“Ask and thou shall receive, seek and you will find, knock and the door shall be opened to you.” Matt 7:7

Ready? Let’s get started. First thing, let’s figure out WHAT you really want. We’ll start out small and build one success upon another. This builds CONFIDENCE! Confidence and faith is what consistently drives us forward.

1 - What 10 things do you really want to achieve this year? One short, clear sentence for each one.

1. _________________________________________________________________________________
2. _________________________________________________________________________________
3. _________________________________________________________________________________
4. _________________________________________________________________________________
5. _________________________________________________________________________________
6. _________________________________________________________________________________
7. _________________________________________________________________________________
8. _________________________________________________________________________________
9. _________________________________________________________________________________
10. _________________________________________________________________________________

Once you finish writing out the ten things you want, prioritize each one from one to ten, one being the most important on your list. Then re-write them again more clearly & concisely in the following manner... in the 3 P’s;  **Personal** - “I am, I have, I’m doing,” **Present tense** - “now, as if you already have it, own it, I became it,” and **Positive** - “No negatives, IE: don’t, can’t, shouldn’t.” So your sentence should look something like this:

“I am, I have, I’m doing,” **Present tense** - “now, as if you already have it, own it, I became it,” and **Positive** - “No negatives, IE: don’t, can’t, shouldn’t.” So your sentence should look something like this:

“Now, as if you already did it, own it, I became it.”

“I’m now a lean, fit 190lbs, exercise 4 days a week, and only eat healthy foods to nourish my body every day.”

“I do something DAILY to effectively market/promote my business and have tripled my income this year!"

“My relationship gets better each day because we both nurture and support each other every chance we get.”

“Now, as if you already did it, own it, I became it.”

“I’m now a lean, fit 190lbs, exercise 4 days a week, and only eat healthy foods to nourish my body every day.”

“I do something DAILY to effectively market/promote my business and have tripled my income this year!"

“My relationship gets better each day because we both nurture and support each other every chance we get.”

Incidentally, these are MY top three goals I’ll be obtaining this year! ;-) 

Remember... NEVER SETTLE FOR ANYTHING LESS THAN WHAT YOU’RE CAPABLE OF!
#2 - Create an effective action plan in making your goals a reality.

"It is in the moments of choice that continually shape our lives, learn to choose wisely!"  
John Santangelo

You are solely responsible for everything that shows up in your life. You’ve created it all. When working with individuals and some companies, my challenge is to have them see they are manifesting all of it, the bad as well as the good. No-one actually wants to take responsibility for the bad that happens in life, but unless you do, you’ll never (at some unconscious level) have an understanding of taking responsibility for all your good.

If you knew how powerful your thoughts are, you would choose them more wisely. All things, including the universe itself were created from the ultimate power of thought. Because we are empowered with this same ability, we all have the power to create and manifest abundance and prosperity into our lives at any moment. Manifesting is simply your ability to clearly define your intentions and focus your attention continually. The clearer your intentions are, the more likely opportunities will come into your awareness. Your ability to “clearly” focus upon your outcome will be the determining factor in creating abundance in your life.

The next step is to develop the proper skill set to follow through on your goals; chunking and time management. Once you’ve clearly defined them, it’s time to create the action steps to make them happen. I’ve found the easiest way to accomplish any goal(s) is to break them down into manageable chucks. Let's work with your top three goals from the above section. Write each one of the three goals like this example:

“I do something DAILY to effectively market/promote my business and have tripled my income this year!”

1. _________________________________________________________________________
2. _________________________________________________________________________
3. _________________________________________________________________________
4. _________________________________________________________________________
5. _________________________________________________________________________
6. _________________________________________________________________________
7. _________________________________________________________________________
8. _________________________________________________________________________
9. _________________________________________________________________________
10. _______________________________________________________________________

So what we have here is my first goal written exactly as I re-wrote it in section number one. Then on the following ten lines I would write down ten tasks I would need to do to accomplish it. Then re-write these ten tasks in a priority fashion so you’ll begin to check off one item at a time according to what’s most important. When you do this you will find yourself blazing through your goals quicker than you ever have in the past. The key to this section is to immediately focus on your most important task then disciple yourself to concentrate single-mindedly until it is 100% complete! This is the easiest way to move through your list. Then if you’re really committed to finally Get Your goals... do this for all ten goals on your list.

Most people find that once they break their goals down into manageable bite-sized chucks, they happen much more quickly. The majority of this can be attributed to the fact that you FEEL it is much easier to work on them one piece at a time. If you want to make things happen even faster, break down each one of these small tasks into even three smaller chucks/tasks. Remember, the smaller the task is the easier it will be to achieve.

The next hurdle we’ll leap over will be of “time-management.” All successful individuals learn to manage their time most effectively through-out their day. The easiest way to accomplish this is to block out a specific time of your day to PLAY on your goals. Even if it’s a 15 minute block of time at the beginning of every day, 30 minutes during your lunch break, or even two hours at the end of the day. This is completely up to you, but WHEN is most effective for you will be of utmost importance. Choose a time you know will work for you in which you will stick to it consistently. Understand this: CONSISTENCY is the key to all success!

Exercise - “I will block out ____ minutes a day / week to work diligently on my goals and tasks!”
Goal-Setting Worksheet cont.

#3 - Getting out of your own way! Generating motivation & persistence!

“Change your mental attitude, and the world around you will change accordingly.” Napoleon Hill

In all the years I’ve been working with individuals, groups and businesses, motivation and persistence is the most challenging part of getting your goals. It is what gets people stuck the most often; not being able to follow through on their own wants and desires. Think about it, if motivation was never an issue, you’d accomplish EVERYTHING you ever set your mind to.

What consistently generates motivation is DESIRE! But how do you create desire when you don’t have it when you need it most? Two ways – one is remembering/going back to a time WHEN you had it in your past and two - focus clearly on the WHY you desire this in the first place. It may sound simple but that’s how YOU do it every time you’ve done it in your past. Revivification it’s called, re-living the moment. Stepping into the passion of WHY you first wanted it. The more reasons/whys you have for wanting your goals the more drive you’ll have moving towards it. First comes desire/passion, and then comes action!

Knowing this, let’s take one goal you’re most passionate about. Write down 25 different reasons why you’re so committed to having this goal. Do this for each one on your list from section #1. WHY are they ‘musts’ for you to achieve them? What are the reasons you absolutely have to have them, no matter what? Remember, reasons/why’s come first, that’s your motivation; the answers/how’s come second, persistence!

Now, look at your list. Does it seem your reasons WHY play a very big part in over-coming the mental blocks? Learn from your past HOW you’ve moved beyond self-limiting road blocks when you’ve gotten stuck?

Here’s 10 more sentences to answer to drive your motivation through the roof. Think about each one carefully.

1. Away From; “I do NOT want... ______________________

2. Toward; “What I want instead is... ______________________

3. Negative Consequences; “If I don’t succeed, what will happen that I don’t want?” ______________________

4. Positive Consequences; “When I do succeed what will happen that I want?” ______________________

5. I am regularly accountable to (whom) _____________ for completing my goal!

6. I believe it is possible to be, do and have all I want because; ______________________

7. I have already succeeded at something like this in my life when I’ve; ______________________

8. This is VERY important to me because; ______________________

9. The kind of person who does this and acts this way is; ______________________

10. I AM this kind of person because; ______________________

Describe (to yourself) the picture of the ideal YOU you’ll become if you had no limitations!

Visualization process: Close your eyes and now visualize how this new you would look/behave during the day. Imagine what your life would be like if it were perfect in every way. What activities would you partake in, whom would you talk to, what things would you say to yourself and how would you negotiate terms for your success, most importantly, how would you FEEL about this new YOU?

Now write down what this new YOU looks and acts like and hang it up where you will see it every single day. Post it on your fridge, bathroom mirror, in your car and even read it while you’re sitting on the.... couch! ;-)

“Life is not a journey to the grave with the intention of arriving safely in a pretty and well-preserved box, but rather skid in broadside, thoroughly used up, totally worn out and loudly proclaiming... WOW what a ride!”
Chapter 2

Establish Rapport

“People like each other when they tend to be like each other!”
~ Anthony Robbins ~
Rapport

- "People like each other when, they tend to be like each other."
- Communication is the response we receive...
- Rapport is established by mirroring & matching
- Major elements of creating Rapport; Physiology, Tonality & Words
- You cannot NOT communicate!

"People don't care how much you know, they just want to know how much you care."
Zig Ziglar
Respect Their Map

People won’t care about you unless they know how much you care. This is the difference between an ordinary individual who knows what they want and are willing to do whatever it takes to get. They are the select few who stand out from the crowd! Trust me on this one, WE ARE ALL SALESPEOPLE! Our chapter title is the philosophy by which NLP was modeled after. “Respect the others person model of their world.” When you first respect THEIR world, they’ll buy into yours. As a master of influence and behavior you must understand this concept from the core of influencing others.

People who like and trust the other person will almost inevitably buy from them. There are exceptions, but for the most part, people feel comfortable with others they resonate with and trust their judgment when helping them decide. One of the greatest gift you can give another human being is to ‘respect their world.’ It tells them you respect their opinion, judgment, and values. That you honor their identity. When someone feels you respect them at a core level you can surely bet they’ll reciprocate the intent.

Respect their map does not mean you have to “like” the person, it just means respect THEIR world, their beliefs, values, attitudes and lifestyle. Many people have many different beliefs and values about the world they live in. They are not yours. You don’t have to like nor agree with them, just honor and respect them, because they are theirs! And besides, if you did not know this before, they will defend those beliefs till the death. So pushing up against those beliefs are futile anyway. People don’t want to be wrong, regardless of how ridiculous their point of view seems. If you’ve ever been in a relationship you understand this concept fully. ;-)

The key is to match and honor who they are, to create a congruent internal feeling with them. Remember, people buy because it “feels good!” People make decisions based upon how they feel at the moment of choice, not based upon a logical choice. In fact, I’ve stated at all my workshops, people cannot make a logical decision EVER! They can only decide because they’re looking to match an internal feeling they have about how they buy. Make them feel good and they will agree with you.

This may not seem like such a complex idea but it’s one very few utilize. Most people are stuck in their own head, their own map, their own world. Thus, you cannot possibly understand and know how to influence what someone else needs and values are. Your entire approach should be to honor and match your their internal world. Respect their world; It tells them you respect their opinion, judgment, and values.
What is Rapport? - Can you remember a time when you met someone for the first time and it just seems to click? An instant bond between the two of you, an instant ‘like-ability’ or trust. You can literally FEEL, that connection!

That connection is called Rapport! It is the basis and foundation for every meaningful interaction between two or more people. Rapport is about establishing an environment of trust and understanding, to respect and honor the other person’s world. This allows the person the freedom to fully express their ideas and feelings and know they’ll be respected and appreciated by you. Rapport creates the space for the person to feel listened and responded to, even when you disagree with what the other person says or does. Each person appreciates the other’s viewpoint and respects their model of the world. When you are in rapport with another person, you have the opportunity to enter their world and see things from their perspective, feel the way they do, get a better understanding of where they are coming from; and as a result, enhance the whole relationship.

The key to establishing rapport is an ability to enter another person’s world by assuming a similar state of mind. The first thing to do is to become more like the other person by matching and mirroring the person’s behaviors -- body language, voice, words etc. Matching and mirroring is a powerful way of getting an appreciation of how the other person is seeing/experiencing the world.

Mirror and matching - NLP rapport skills teach us how to communicate at that unconscious level. Mirroring, matching, pacing and leading skills will enable you to become "like" the other person. Anthony Robbins stated: “People like each other when they tend to be like each other.” NLP teaches how to mirror and match that 55% physiology, 38% tonality and 7% predicates or process words.

Process: Rapport is established by mirroring and matching and is one of the most important features or characteristics of unconscious human interaction. It is this commonality of perspective, being in "sync", being on the same wavelength as the person you are talking to which creates this ‘feeling’ of liking.

Your task EVERYDAY from this day on is to begin to practice! Start with the simplest traits first, match Head Tilt/Posture, Voice Volume, and Gestures. After you've mastered these, add in another three and challenge your unconscious to gain mastery over your rapport skills and watch how people respond positively to you from now on!
Communication Model

FILTERS
- Delete
- Distort
- Generalize

Time/Space
- Matter/Energy
- Language

MEMORIES
- Decisions
- Meta-Programs
- VALUES/BELIEFS
- Attitudes

External Event
- 2,000,000 bits of information per second

State
- Internal Representations

Physiology

Behavior
Rapport

“People like each other, when they tend to be like each other!”

Rapport is the foundation for any meaningful interaction between two or more people - rapport is about establishing an environment of trust and understanding, to respect and honor the other person's world. Rapport creates the space for the person to feel listened to, and heard and it doesn’t mean that they have to agree with what the other person says or does. Each person appreciates the other’s viewpoint and respects their model of the world. When you are in rapport with another person, you have the opportunity to enter their world and see things from their perspective, feel the way they do, get a better understanding of where they are coming from; and as a result, enhance the whole relationship.

This model of communication originated from Dr. Ray L. Birdwhistle, an anthropologist, from his book "Kinesics in Context" published from the University of Pennsylvania press in 1970. Rapport then can be modeled and duplicated. It is a process of responsiveness, not necessarily a ‘liking’. Birdwhistle concluded that 93% of our communication transpires non-verbally and unconscious. NLP rapport skills techniques teaches us how to communicate at that unconscious level. Thus producing a 'liking'.

Theory: Communication is -  
55% Physiology  
38% Tonality  
7% Words

Process: Rapport is established by mirroring and matching and is one of the most important features or characteristics of unconscious human interaction. It is this commonality of perspective, being in "sync", being on the same wavelength as the person you are talking to which creates this ‘feeling’ of liking.

Physiology - 55%  
* Posture  * Breathing  * Gestures  * Facial expression & Blinking

Tonality - 38%  
* Volume = loudness  * Tone = pitch  * Tempo = speed  * Timbre = quality

Words - 7%  
* Predicates  * Key words  * Content chunks  * Common experiences

Indicators of Rapport: Look for these specific sensations.  
1. Feeling  
2. Color Change  
3. Say Something  
4. Leading
Rapport – mirror & matching

- **Body Language**
- **Facial expressions** 55%
- **Breathing**
- **Voice; Volume, Tempo, Tone** 38%
- **Keywords** 7%
- **Predicates V,A,K, Ad**
The following exercises are to provide some experience with the basic processes and procedures of modeling. They primarily focus on the information gathering phase of the modeling process, and cover a range of modeling skills, including "implicit" and "explicit" modeling formats, and the use of multiple perceptual positions to gather different types and levels of information about a particular performance. To mirror another person, merely select the behavior or quality you wish to mirror, and then do that behavior. If you choose to mirror head tilt, when the person moves their head, wait a moment, then move yours to the same angle. The effect should be as though the other person is looking in a mirror.

Choose a partner, or person to converse with. Do not tell them initially you'll be mirroring him or her during the conversation. Let them be themselves, and you just into their energy and become like them. Enter into a conversation with the person, asking for their opinions about various subjects.

As you are conversing, begin to subtly mirror the other person's physiology, including voice tone and tempo. (Hint: This can be most easily done in the context of 'active listening'; that is, reflecting back statements the person has made, by commenting, "So what you are saying is....", and then re-stating your understanding of the person's opinion.)

When you are fully mirroring, you will be sitting in the same posture, using the same types of gestures, speaking at a similar speed and volume, and in a similar voice tone range, as the other person. If you’re completely mirroring the other person, you may even be breathing at the same rhythm as they are. Notice how it FEELS when you reach this level of deep rapport.

One way to test your degree of rapport is by "second guessing" the other person's opinion on a couple of subjects that you have not yet discussed. Often mirroring will give you access to information that is being unconsciously communicated and received, and you will "pick up" information about the other person without being consciously aware of how you got it.

To get another sense of the influence mirroring and matching has on your interaction; try abruptly mismatching the other person, in posture, gestures, voice tone and breathing. Both you and your partner should experience quite a jolt if you do this, and feel as if your quality of rapport has changed dramatically.

Before concluding your conversation and letting your partner in on what you were doing, make sure you have reestablished rapport by once again physically mirroring your partner.

Practice with friends and family members to start and begin to match different aspects of their posture, gestures, voice and words. Have fun with it and notice if they begin to respond to your matching. At work or social events, start by matching one specific behavior, and once they and you feel comfortable, begin to add on another. With people whom you already have a sense of rapport, notice how often you naturally match their posture, gestures, tone of voice or words, This is because matching and mirroring comes naturally. Your outcome then should be to create rapport with anyone at any given moment, having it become automatic whenever you wish to deepen that sense of rapport. The key element in establishing, building, deepening and maintaining rapport is your ability to pay attention to the responses you receive. One presupposition of NLP, or assumed rules is;

“Communication is the response we receive back, NOT our intention given.”
Chapter 3

Ask Questions

“The limits of my language means the limits of my world.”
~ Ludwig Wittgenstein ~
Asking the right question...

- What’s important to you about _____?
  - Ask three times
  - What’s most important to THEM
  - Uncovers criteria or a list of importance

It’s their criteria / SMD they originally want to satisfy
Presuppositions of NLP

1. Respect the other person’s model of the world!

2. Communication is the response that we receive, not our intention given!

3. The map is not the territory!

4. There are no resistant clients, only inflexible communicators. resistance indicates a lack of Rapport!

5. There is no failure, only feedback!

6. People have all the resources they require to succeed; there are no unresourceful people only unresourceful states!

7. All behavior has a positive intention given the resources available.

8. System/person with the most flexibility of behavior will control the system, Law of Requisite Variety!

9. Behavior and change are to be evaluated in terms of context and ecology!

10. The mind and body are linked neurologically, therefore affect each other!

11. You are in charge of your mind therefore your results!

12. Whatever you think you are, you are that and more. Calibrate on behavior, you are not your behavior. Accept the person, change the behavior!

13. All procedures should be designed to increase choice!

14. All presuppositions are a choice in perception; including this one!
How people encode their most cherished values, beliefs and attitudes has a huge effect on their personality. Values are primarily responsible for our motivation, and will determine how we spend our time. Values create the primary feelings that determine our motivation and therefore our actions. Values are how we choose and evaluate those actions.

Values are one the first levels of filters which are content driven and are essentially an evaluation filter. They are how we decide whether our actions are good or bad or right or wrong. Values are how we decide about how we feel about our actions, and they provide the primary motivating force behind our actions. Values are arranged in a hierarchy, with the most important one typically being at the top and the lesser ones below that. Each of us has varying models of the world (our internal representations of how the world is), and our values are interrelated with our models of the world.

When we communicate with ourselves or someone else, if our model of the world conflicts with our values or their values, there is likely to be a conflict or in-congruency. Values are those ideas in which we are willing to invest our time, energy and resources to either achieve or avoid.

Values are what people typically move toward or away from (in NLP we call Meta Programs). They either compel us or repel us in life. They are generalizations about deep belief systems, which can be either unconscious or conscious, about what is important and what we evaluate as good or bad.

So HOW does this affect communicating and influencing yourself and other people then? Well, when you understand what drives someone, you can use it for the benefit of influencing them to help YOU get what YOU want. Let's say you're applying for a new job opportunity, asking the right question could determine whether or not you'll get that particular position or yield to someone which may not be as qualified as you. If you learn to do your homework when creating rapport, you can gather the information you'll need to influence them to your side.

I'm always amazed that most individuals still believe that THEY have to be interviewed rather than interview for the specific career YOU truly want. Create rapport, ask the right questions, link YOUR qualifications to THEIR needs, and then ASK for the opportunity. Do you know that even the most qualified salespeople never ask for the order... they assume since THEY think they've done a good job you're entitled to the prize.

In a seminar I'll ask the crowd HOW many of you are in Sales? And maybe 25% will raise their hands. I'll then TELL them that they are ALL in sales. You're selling yourself every day of your life. A great quote; “either they're buying what you have OR you're buying into their limitations.”

Influencing is just the same. YOU are selling yourself and YOUR ideas to someone else. So how can you have them easily SEE your perspective? Well listen to this lesson over again to answer that. Honoring and respect someone else's world, their map, and uncovering what they value most, is the beginning of your ability to influence yourself and other people.
Negations

- The unconscious mind cannot think of a negative thought!
- “You cannot think about what you don’t want to think about without thinking about it... Think about it!
- You CAN use negations effectively!
Laws Of Influence

by Robert Cialdini

Law of Reciprocity – When some one gives you something of perceived value, you immediately respond with the desire to give something back! (Free Give-Away)

* What can you give away that is within context of your industry?

Law of Contrast – When two things, people or places that are relatively different from each other, are placed near to each other in time, space, or in thought, we will see them as more different and easier to distinguish which one we want most. (Costly vs In-expensive)

* What can you compare side by side to your client?

Law of Expectancy – When someone you respect and/or believe in expects you to perform a task or produce a certain result, you will tend to fulfill his expectation whether positive or negative. (Placebo Effect)

* How can you believe more in yourself and your clients to help them buy from you?

Law of Association – We tend to like products, services or ideas that are endorsed by other people we like or respect. (Product endorsements)

* What or who can you use to endorse your product or service?

Law of Consistency – When an individual announces in writing (or verbally to a lesser degree) that he is taking a position on ANY issue or point of view, he will defend that belief regardless of it’s accuracy even in the face of over-whelming evidence to the contrary.

* How/what can you get your client to write down his commitments?

Law of Scarcity – When a person perceives that something he MIGHT want is limited in quantity, he believes the value of what he might want to be greater that if it were available in abundance. (Tickle Me Elmo strategy or Limited Supplies)

* How can you PRECIEVE your product or service to be in scarcity?

Law of Conformity – Most people tend to agree to proposals, products, or services that will be perceived as acceptable by the majority other people or a majority of the individuals peer group. (We all want to be accepted and Future Pace)

* What can you build a future story about their purchase excepted by their peers/friends.

Law of Power – People have the power over other people to the degree that they are perceived as having greater authority, strength, or expertise?
Chapter 4

Find Requirements

“Your voice is a powerful melodic tool, open your mouth and seduce the world!”
~ John James Santangelo ~
Find the requirement...

- How did you decide to buy $X$?
- How did you know it was time to buy?
- What has to be there in order for this to happen for you?
- What will this allow you to do, be or have?
- For what purpose...?
- What’s stopping or preventing you? (need)

80% of people have an internal representation of the product or service they intend to purchase, our job is to uncover their reason.
The Use Of Language in any culture is the link between thoughts, troubles and aspirations of an individual and to the survival of it’s people. Language is the bridge by which we “connect” two worlds together when we speak. It is one of the primary survival mechanisms we use to further our existence on this planet. We’ve also used our inherent ability of language as a tool to better communicate our ideas and thoughts, defining, shaping and creating a more concrete paradigm. The human being is so adept at communicating that by the age of four, most humans have the ability to communicate through oral language. By six or seven, most can comprehend, as well as express, written thought.

These unique capabilities of language mastery is what sets us apart as human beings from all other animals. Language is the one essential component that is unique to our animal species. In his book, *Eve Spoke*, evolutionist Philip Lieberman admitted: “Speech is so essential to our concept of intelligence that its possession is virtually equated with being human. Animals who talk are human, because what sets us apart from other animals is the “gift” of speech.”

Speech is a peculiarly human trait. Steven Pinker, director of MIT’s Center of Cognitive Neuroscience, stated in *The Language Instinct: The New Science of Language and Mind*:

“As you are reading these words, you are taking part in one of the wonders of the natural world. For you and I belong to a species with a remarkable ability: we can shape events in each other’s brains with remarkable precision. I am not referring to telepathy or mind control or the other obsessions of fringe science; even in the depictions of believers, these are blunt instruments compared to an ability that is uncontroversially present in every one of us. That ability is language. Simply by making noises with our mouths, we can reliably cause precise new combinations of ideas to arise in each other’s minds. The ability comes so naturally that we are apt to forget what a miracle it truly is.”

The Basic Components of Human Language involves both receptive language use occurs during the comprehension or understanding of words and sentences and productive language use involves idea generation and the articulation of words in speech. Both utilize the 4 basic structural components.

1. Phonology: The system of the sound segments that humans use to build up words.

2. Semantics: The system of meanings that are expressed by words and phrases.

3. Grammar: Rules by which words and phrases are arranged to make meaningful statements.

4. Pragmatics: Patterns that determine how humans can use language in particular social settings for particular conversational purposes.

We have all heard the cliché - “words hold power.” With each word we choose to represent our map of our world, it literally shapes, defines, expresses, and indicates our beliefs, motives, attitudes and our behaviors. We can tell more about someone from their language and the use of their vocabulary. We give more away in our words than our fashionable wardrobe displays. Words hold the power to kill, to laugh, to love, to heal. One can also use language to influence another’s behavior by guiding their internal representations, thus affecting change at the conscious and unconscious level. Begin now to become more aware of the power of your language of how, when and where you use it. Always
Language Presuppositions cont.

Non-Conscious Language

When we communicate with attention toward intention, and align our emotions with how we speak, our subconscious becomes fully engaged to manifest our spoken word! Specificity produces emotional states. When we choose to speak in generalities and vagueness, we’re avoiding our feelings around the subject matter. We avoid being specific because we are fearful of expressing our feelings.

The way we’ve learned as children, to communicate through our language, leads us to the continued success or failure of reaching our outcomes, and sustaining resourceful emotional states, therefore producing un-resourceful behavior.

Unless we become aware to choose and provide the conscious choice to our words, feelings, and direction to our unconscious mind, our past programming and our language will influence and direct our subconscious mind producing the same past limitations.

How do I respect my outcome when engaged within the emotional states of my story?
* Shift your focus to outcome specifics language from your story.

1. Be honest with your feelings and YOURSELF.

2. Repeat “cancel/clear, delete, or in the past.”

3. State your highest intent as the last thing worded.

Transformation Language

1. “My highest choice is…”
   Leaves our highest intention as last thing on our minds eye.

2. “I give meaning to…”
   Accountability for IR’s and filters, through which we view our world.

3. “I choose…”
   Expresses our will towards our outcomes.

4. “I can…”
   Expresses our identity towards our outcomes.

5. “I have…”
   Brings outcomes into NOW, collapses time into present moment.

6. “I am…”
   Expresses identity, claiming emotional state for our outcomes.

7. “I create…”
   Expresses identity, claiming divine right as co-creators.

“When our language is congruent with our outcomes and emotions, we create extraordinary results!”
Language Mastery

- Language are symbols of communication!
- Language shapes our reality, because it’s literally accepted by our UCM
- English Language 750,000 words
- Be mindful of your thoughts / language!
- You’re creating REPS inside another mind

Files
The 108 Most Persuasive Words In The English Language

According to legendary advertising man, Leo Burnett, “Dull and exaggerated ad copy is due to the excess use of adjectives.” To prove it, he asked his staff to compare the number of adjectives in 62 ads that failed to the number of adjectives in Lincoln’s Gettysburg Address, and other age-old classics.

Here’s what he discovered: of the 12,758 words in the 62 failed ads, 24.1% were adjectives. By direct comparison, Lincoln’s Gettysburg Address contains only 35 adjectives out of 268 immortal words – only 13.1% adjective-to-total-word ratio. Winston Churchill’s famous “Blood, Sweat and Tears” speech rates even lower and has a 12.1% adjective ratio (81 adjectives from 667 words).

Mr. Burnett found that similar ratios applied to great works such as The Lord’s Prayer, the Ten Commandments and the Preamble to the U.S. Constitution. Conclusion: Use more verbs, not adjectives. Verbs increase the pulling-power and believability of ad copy, email and/or influencing! That’s why it makes sense to keep this 108-VERB “CHEAT-SHEET close-by whenever you begin to draft your next space ad, sales letter, Website, or email campaign.

<table>
<thead>
<tr>
<th>Abolish</th>
<th>Define</th>
<th>Implement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accelerate</td>
<td>Defuse</td>
<td>Improve</td>
</tr>
<tr>
<td>Achieve</td>
<td>Deliver</td>
<td>Increase</td>
</tr>
<tr>
<td>Act</td>
<td>Deploy</td>
<td>Innovate</td>
</tr>
<tr>
<td>Adopt</td>
<td>Design</td>
<td>Inspire</td>
</tr>
<tr>
<td>Align</td>
<td>Develop</td>
<td>Intensify</td>
</tr>
<tr>
<td>Anticipate</td>
<td>Diagnose</td>
<td>Lead</td>
</tr>
<tr>
<td>Apply</td>
<td>Discover</td>
<td>Learn</td>
</tr>
<tr>
<td>Assess</td>
<td>Drive</td>
<td>Leverage</td>
</tr>
<tr>
<td>Avoid</td>
<td>Eliminate</td>
<td>Manage</td>
</tr>
<tr>
<td>Boost</td>
<td>Ensure</td>
<td>Master</td>
</tr>
<tr>
<td>Break</td>
<td>Establish</td>
<td>Maximize</td>
</tr>
<tr>
<td>Bridge</td>
<td>Evaluate</td>
<td>Measure</td>
</tr>
<tr>
<td>Build</td>
<td>Exploit</td>
<td>Mobilize</td>
</tr>
<tr>
<td>Burn</td>
<td>Explore</td>
<td>Motivate</td>
</tr>
<tr>
<td>Capture</td>
<td>Filter</td>
<td>Overcome</td>
</tr>
<tr>
<td>Change</td>
<td>Finalize</td>
<td>Penetrate</td>
</tr>
<tr>
<td>Choose</td>
<td>Find</td>
<td>Persuade</td>
</tr>
<tr>
<td>Clarify</td>
<td>Focus</td>
<td>Plan</td>
</tr>
<tr>
<td>Comprehend</td>
<td>Foresee</td>
<td>Position</td>
</tr>
<tr>
<td>Confront</td>
<td>Gain</td>
<td>Prepare</td>
</tr>
<tr>
<td>Connect</td>
<td>Gather</td>
<td>Prevent</td>
</tr>
<tr>
<td>Conquer</td>
<td>Generate</td>
<td>Profit</td>
</tr>
<tr>
<td>Convert</td>
<td>Grasp</td>
<td>Raise</td>
</tr>
<tr>
<td>Create</td>
<td>Identify</td>
<td>Realize</td>
</tr>
<tr>
<td>Cross</td>
<td>Ignite</td>
<td>Reconsider</td>
</tr>
<tr>
<td>Decide</td>
<td>Illuminate</td>
<td>Reduce</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Refresh</th>
<th>Solve</th>
<th>Whittle-down</th>
</tr>
</thead>
<tbody>
<tr>
<td>Replace</td>
<td>Stop</td>
<td>Win</td>
</tr>
<tr>
<td>Resist</td>
<td>Stretch</td>
<td></td>
</tr>
<tr>
<td>Respond</td>
<td>Succeed</td>
<td></td>
</tr>
<tr>
<td>Retain</td>
<td>Supplement</td>
<td></td>
</tr>
<tr>
<td>Save</td>
<td>Take</td>
<td></td>
</tr>
<tr>
<td>Scan</td>
<td>Train</td>
<td></td>
</tr>
<tr>
<td>Segment</td>
<td>Transfer</td>
<td></td>
</tr>
<tr>
<td>Shatter</td>
<td>Transform</td>
<td></td>
</tr>
<tr>
<td>Shave-off</td>
<td>Understand</td>
<td></td>
</tr>
<tr>
<td>Simplify</td>
<td>Unleash</td>
<td></td>
</tr>
<tr>
<td>Solve</td>
<td>Use</td>
<td></td>
</tr>
<tr>
<td>Stimulate</td>
<td>Whittle-down</td>
<td></td>
</tr>
<tr>
<td>Stop</td>
<td>Win</td>
<td></td>
</tr>
<tr>
<td>Stretch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Succeed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supplement</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Take</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Train</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transfer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transform</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Understand</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unleash</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Whittle-down</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Win</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Researchers at Yale University tested a huge number of words to find which ones were more likely to influence prospects to buy. What they identified was 12 Power Words that ‘cause’ people to buy more than any others. These are the 12 Most Powerful Words You Can Use in an Advertisement:

• Discovery  • Easy  • Guarantee  • Health  • Love  • Money
• New  • Proven  • Results  • Safety  • Save  • You

Note: the following headline contains the use of all 12 words:
“New Discovery Provides You Not Only With a Proven Way to Make Money, but a Safe and Easy Way to “Save Money” Results Guaranteed! You’ll Love it!”

The word FREE, which is a VERY powerful word, was not included. This is because FREE is designed to attract people who want something for nothing. Advertisers (and anyone wanting to influence others) are more concerned in people who are already interested and specifically looking to buy the things that will satisfy their immediate needs.

Experiment that demonstrates the POWER of BECAUSE: (one of my FAVORITE experiments!)

Dr. Ellen Langer is a professor in the Psychology Department at Harvard University conducted the following brilliant, fascinating study. She conspired with her university librarian to shut down all but one of the photocopy machines in a busy wing of the library. This quickly resulted in a long line behind the single operating photocopy machine.

Over the course of several days, Langer had confederates approach a person at the front of the line with a request to "cut" in line. The confederate's request was carefully worded in three different ways. In the first condition, the confederate said, "Excuse me, may I use the Xerox machine, because I'm late to class?" The form of this question, request + reason, resulted in a 94% compliance rate. In the second condition, a confederate asked, "Excuse me, may I use the Xerox machine?" The structure of this question, a request followed by no supporting reason, resulted in a much lower compliance rate of only 60%.

No surprises so far, right? You’d expect a person who gave a reason would get more help. Consider the various styles of panhandlers you've encountered. Were you more likely to help the fellow who said, "Hey buddy, gimme a dollar so I can buy a burger" or the one who said, simply, "Hey buddy, gimme a dollar?"

But this obvious conclusion wasn't what Langer was after. In order to demonstrate the truly mindless manner in which people operate, she added a third form of the request to the confederate’s repertoire: "Excuse me, may I use the Xerox machine, because I have to make some copies?" What? "...because I have to make some copies?!" What kind of dumb reason is that? Why else would a person be at the copy machine if it weren't to make copies? But this bogus request matches the pattern of a legitimate request. And the response from the target is automatic. In this condition, the confederate gained compliance 93% of the time, just 1% less than with the legitimate request.

The words; because, as, since, for, inasmuch, as agree, all imply a reason for an occurrence or action. The word ‘because’ introduces a direct reason to comply and the UN-conscious mind, if in rapport, will!
Reframing is a method used to alter the perception or perspective of an individual with an unresourceful interpretation of an experience. Reframes are linguistic tools which when applied to a person’s verbal expression of a currently held belief will possibly shift their interpretation of that particular event. Every event we experience we place a prescribed meaning upon, empowering or unresourceful. The meaning we place upon these experiences allows us to perform or behave within a particular context. A reframe can quickly interrupt a person’s thought process which then may cause the person to experience new internal representations replacing the old limiting ones they previously retained.

All behavior is context dependent. Let me say that again; ALL BEHAVIOR IS CONTEXT DEPENDENT! Meaning, every experience we interpret in the world and every behavior IS appropriate in some given context or some frame. The strength of this statement is important in the attitude and methodology of Neuro-Linguistic Programming. NLP’s main purpose was to develop quality methods, processes, and interventions to reframe negative or limiting beliefs which a person utilizes that no longer may serve them. The process of reframing is simple; listen to a person’s verbal IR’s of their experience and deliver an alternative empowering context or meaning experience to replace the old limiting verbal representation.

1) Presuppose that all behavior (including resistance and limiting beliefs) is positively intended.
2) Separate the negative aspects of the behavior from the positive intention behind it.
3) Identify and respond to the positive intention of the resistant/problem person.
4) Offer the person other choices of behavior to achieve the same positive intention.

**The basis of reframing is to separate intention from behavior!**

**THERE ARE TWO TYPES OF REFRAMES:**

1. **Context**  
   “I’m too...” “He’s too...” “more...” “Less...” plus adverbs and adjectives ending in “er.” Comparative deletions or generalizations.

   **Example** - “I’m too Impatient!”
   **Reframe** - “I’ll bet you’re quick thinking in an emergency.”

   **Example** - “I’m worried, what if I train my staff and they leave?”
   **Reframe** - “Even worse, what if you DON’T train them and they stay!”

2. **Meaning**  
   verbs of causation, “is” “means”
   A causes B  -  cause & effect
   A means B  -  complex equivalence

   **Example** - “My husband is too lazy.”
   **Reframe** - “That means he’s pretty laid-back & easy going, imagine living with a hard-headed guy?”

   **Example** - “My husband is ruthless and hard-headed.”
   **Reframe** - “That means he has ambition & drive, many woman would love to have a man like that!”
1. Context Reframes

Reframing is the ability to shift people’s perceptions linguistically! It becomes an elegant way to change another’s perceptions. An event has no meaning on its own. People give it meaning according to their beliefs, values, preoccupations, like and dislikes. In other words, the meaning of an experience is dependent on the context. Reframing is changing the way we perceive an event therefore changing the meaning. When the meaning changes, the response and behavior changes also. (Only give a Reframe when you’re in rapport, otherwise it might annoy someone)

All meaning is context dependent. A context reframe leaves the meaning of a behavior the same and shows how it could be a useful response in a different context. Meaning of any behavior/event only exists in relationship to the context in which it occurs. Every behavior is appropriate in some context. (A sunny day in Alaska would not be so sunny in Southern California)

Almost all behaviors are useful or appropriate in some context. A context reframe is useful for statements such as: ‘I am too pushy.’ or ‘I wish I did not focus on what could go wrong.’ In this type of situation, your client has assumed that this type of behavior has no value. Your job is to discover when it is of value by asking yourself the question ‘When or where would this behavior be useful or viewed as a resource?’ A possible reframe might be: ‘Isn’t that a great skill to have when you need to get things done or to avoid potential problems?’ Once you have your client more resourceful, you can then assist him to discover behaviors that may be more appropriate in other situations.

Examples:

“I’m too impatient?”
Reframe: “I bet you’re quick-thinking in an emergency?”

“He’s too selfish?”
Reframe: “We’ve had so many problems with people not taking care of themselves, it’s often good to make sure you look after yourself to be in a better position to help others?”

“She’s too messy?”
Reframe: “She’d be good to have around if we were trying to make our home look like it had been burgled? (I don’t like to be too serious!)”

“I’m worried – What if I train my staff and then they leave?”
Reframe: “Even worse, what if you don’t train your people and they stay?”

Questions to ask of yourself to set up the Reframe:

Where could this behavior be useful?
In what other context would this particular behavior be of value?


2. Meaning Reframes

For a Meaning Reframe: hold context constant and change the meaning of the behavior. "What other positive value or meaning could this behavior have?"

Questions:
What else could this behavior mean?
In what way, could this be positive or a resource?

“What is it that this person hasn’t noticed yet, in the same context, that will bring out a different meaning and change this person response?”

“My husband is too lazy.”
Reframe: That means that he is pretty laid back and easy going. Imagine living with a ruthless hard-headed character!

“My husband is ruthless and hard-headed.”
Reframe: “That means that he has ambition and drive. Many women would love that in a man!”

'I get annoyed when my boss stands behind me while I am working.'

This person has given this event a specific meaning, which may or may not be true. This kind of interpretation will limit your options and course of action.

To reframe this situation, remember the NLP presupposition ‘Every behavior has a positive intention’ and ask questions such as: What other meaning could the boss’ behavior have? Or for what purpose does he do it? A possible reframe might be: “Is it possible he wants to help and does not know how to offer his assistance in any other way?”

Reframe: “Isn’t it great you know your boundaries and are not prepared to allow someone to violate them?”

2. Meaning (verbs of causation, “is” “means”)
A causes B - cause & effect
A means B - complex equivalence
Some notable Reframes are:

**Meaning Reframe** - 1984 campaign, there was considerable concern about Ronald Reagan’s age. Speaking during the presidential debate with Walter Mondale, Reagan was asked; “Do you think that age is going to be an issue in this election?” Then he said “I refuse to make age an issue of this campaign. I am not going to exploit, for political purposes, my opponent’s youth and inexperience.” Reagan’s age was no longer an issue for the remainder of the campaign!

**Meaning Reframe** - Thomas Watson Sr. a story about the first President of IBM. A young female worker had made a mistake that lost IBM $1 M in business. She was called in to the President’s office and as she walked in said, “Well, I guess you have called me here to fire me.” “Fire you?” Mr. Watson replied, “I just spent $1 M on your education!”

**Context Reframe** - A father brought his head-strong daughter to see Milton Erickson - the famous hypnotherapist. He said to Erickson, “My daughter doesn’t listen to me or her mother. She is always expressing her own opinion, she’s too head strong.” After the father finished describing his daughter’s problem, Erickson replied, “Now isn’t it good that she will be able to stand on her own two feet when she is ready to leave home?” The father sat in stunned silence. That was the extent of the therapy -- he now saw his daughter’s behavior as useful later in her life.

**Context Reframe** - Celine Dion - In an interview with by Barbara Walters; always bold and brash in her questions asks; “It’s well known that your husband is bit of a gambler, has this characteristic been a problem?” It was publicized that he recently lost a significant amount of money gambling. Celine’s response - “No it’s a God-send, I’m so lucky that he gambled on me, and mortgaged his house to assist me when I was first starting out!”
Chapter 5

Link Need to Product

“Life isn’t about trying to control your outside world, it’s about managing your internal world!”
~ John James Santangelo ~
Link their need to service...

- “So if this _____ I can provide/give you (1, 2, 3,) would this be something you’re interested in having/using?

- Wouldn’t it be nice to finally _____

Establish value to the solution, then match need.
Anchoring

In NLP, the term anchor refers to the human ability to repeatedly respond to a specific stimulus in a specific way. This is a natural phenomenon, which can be used for enhancing excellence. By creating anchors, our neurology operates more efficiently in the world. When something happens in our experience, we create a response to it, and the next time that same thing, or something very similar, happens, we already have a response ready. Our neurology is so good at creating these anchors; it even strings together chains of them to perform complex tasks (like walking, riding a bike, or driving a car) without conscious thought. If, every time we set out to perform one of these tasks, it was a complex as the first time, we would be severely limited in our accomplishments.

Our neurology creates anchors that allow us to respond to situations quickly and efficiently. The drawback is that, although these anchors worked well when they were created, they may not be appropriate at this time. Fortunately, we can change, or reprogram, these anchors to get a desired result from a specific stimulus. This is done with care for the individual's personal ecology, ensuring that the proposed change will not actually cause harm or discomfort to the person. Once changed, the anchor remains changed until action is taken to change it again. Our neurology is lazy; it prefers to get us through life with as little effort as possible. That's why anchors from our childhood are still operating in our adult lives, even though we may prefer something different.

Anchoring is simply classical conditioning. It is the pairing of a stimulus with a response. The response we are choosing is a state of consciousness. The object is to get into the state of mind, into the state of consciousness, then set up the signal, the anchor. An anchor can be a touch, a word, a smell, a sound, or a taste. Kinesthetic anchors are the easiest to learn and duplicate. Once we have accessed the appropriate internal representation, we can establish an anchor that will be our external link to that state of consciousness. The guidelines apply whether you are setting anchors for yourself or facilitating a partner or client.

Establishing anchors is being able to ‘imprint’ something by catching moments when information will be associated with positive or powerful internal states. During Pavlov’s experiments with his dogs, there was two ways in which to create a response. One was through repetition; the continual association between a stimulus and a response. The other had to do with connecting an intense internal state to a particular stimulus. For example; people remembering the details of highly emotional experiences with no repetition at all. The association is made immediately.

An anchor is best established by first pairing the stimulus with the experience, then going through a cycle in which the experience is continually elaborated during which the anchor repeated. The more that can be elaborated or elicited with respect to the experience, the deeper and richer the response will be when the stimulus is applied.

There are a number of different anchors we are familiar with. Natural anchors are stimuli that occur in the home, work, or another environment the may pair a certain stimulus with a particular response. Anything that can occur within the natural framework of daily life can be considered a natural anchor. Some individuals have a natural tendencies towards certain types of anchors because of their natural or learned representational abilities. Such as a visually oriented person maybe more sensitive to visual cues, and kinesthetically oriented people will be more responsive to tactile cues, etc. Covert anchors tend to be the most powerful because they those set outside the conscious awareness of individuals. They bypass conscious filters and interference that keep getting in the way, thus making them a powerful form of influence.
Anchoring

- Anchoring is a basic Pavlovian conditioning of the nervous system. It is the pairing of a particular stimulus to a response to create a specific result.

- Four Keys
  - Intensity
  - Timing
  - Uniqueness
  - Replication
Anchoring is a basic Pavlovian conditioning of the nervous system. It is the process of pairing of a particular stimulus to a response to create a specific response. It also can be linked/associated with a particular state of mind or emotion. The method of establishing an anchor basically involves associating a trigger and pairing it with a particular state/emotional response.

**THEORY:**

A. Definition: Any time a person’s in an associated intense state, if at the peak of that experience, a specific stimulus is applied, then the two will be linked neurologically.

B. Anchoring can assist you in gaining access to past states and linking the past state to the present and future.

C. Stack anchors: to intensify the response by adding additional states upon the already existing anchor, creating a higher peak emotion.

**PROCESS:**

Four Steps to Anchoring:
1. Have the person recall a past vivid experience
2. Provide a specific stimulus at the peak (see chart below)
3. Change the person’s state (break state)
4. Set off the anchor to test

Four Keys to Anchoring
1. The intensity of the experience
2. The timing of the anchor
3. The uniqueness of the anchor
4. The replication of the stimulus

**APPLICATION OF AN ANCHOR:**

![Anchoring Diagram]

Resource Anchors

A resource anchor is one of the most powerful techniques NLP has to offer. Before NLP, stimulus-response conditioning was recognized just as a naturally occurring experience within the environment. When John Grinder and Richard Bandler began to model Milton Erickson, they noticed him using (unconsciously) many verbal and non-verbal cues as posthypnotic triggers to help his clients access resourceful states, change states or re-access a hypnotic trance again. Something the client could not otherwise have developed on their own.

Your ability to create and establish strong resourceful anchors will serve your and your clients in the most empowering way. Imagine the ability to change emotional states through-out the day at will. How effective will you be as a coach or trainer when you can teach your clients to anchor themselves into resourceful states? The number one problem individuals are challenged with on a daily basis is the ability to make decisions which empower their lives. Though in order to make quality decisions you MUST BE in a resourceful state of mind when deciding. When you’re feeling down or bad do you have a tendency to make good or bad decisions? If you and your clients had a way to ‘feel’ better at any given moment, do you believe it would enhance yours and the lives of others around you?

Establishing a Resourceful Kinesthetic Anchor

1. Identify and elicit a state you want to anchor. Find a specific time in the past when you fully experienced that state. ie; “Can you recall a time when you were totally _____?”

2. Relive the experience, associating yourself fully in your own point of view (associated). See it through your own eyes; “See what you saw, hear what you heard, and feel what you felt.” Take an inventory of internal and external cues of the environment, other people, sounds and self-talk.

3. Select beforehand a unique anchor on some part of your body that will not get diluted throughout the day. When you are just about to peak during the experience set (K) anchor for 5-15 seconds. (Remember to always ask permission to touch the person you are working with.)

4. Break State

5. Fire off the (K) anchor in the identical position with the same pressure, for the same amount of time originally done, wait for the intended response as state peaks, then release as peak levels off.

6. Break State

7. Test and future pace. Identify a situation(s) in the future in which you would like to feel differently and imagine yourself in that moment while you fire off your (K) anchor. Calibrate!

Stacking Anchors

Stacking anchors is simply repeating steps 1-4 by adding to, strengthening the original anchors intensity by deepening the emotional states attached to that one single anchor. Stack one state (anchor) upon another until you’ve caused the anchor to become a powerful resource when needed.

Chapter 6

Ask For The Sale

“We can’t solve problems using the same kind of thinking used when we created them!”
~ Albert Einstein ~
ASK... for the relationship!

“Imagine 6 months/year from now having used _____ and getting great feedback (from fulfilling _____) knowing you made the right decision. Doesn’t that feel great now?”

Puts them in the future having used your product/service Satisfies their “Re-Assurance” strategy
There is a universal law of divine reciprocity. You give; God gives in return. When you plant a seed, the ground yields a harvest. That is a reciprocal relationship. The ground can only give to you as you give to the ground. You put money in the bank, and the bank returns interest. That is reciprocity. When we give, we create a vacuum, which attracts even more than what you have given away.

Stephen Covey, “The Seven Habits of Highly Effective People,” uses the phrase emotional bank account to describe the principle of reciprocity and the corresponding credit-withdrawal process in relationships. Using the metaphor of a financial bank account, the emotional bank account describes the trust that accumulates in a relationship. Like the financial bank account, you must make deposits before you can make withdrawals.

The guideline for our giving to God and His work is found in 2 Corinthians 9:6-7: “Now this I say, he who sows sparingly shall also reap sparingly; and he who sows bountifully shall also reap bountifully. Let each one do just as he has purposed in his heart; not grudgingly or under compulsion; for God loves a cheerful giver.” This verse makes it clear that the more generously we “sow” with the right attitude, the more abundantly we will reap. Two kinds of giving are taught consistently throughout Scripture: giving to the government (always compulsory), and giving to God (always voluntary).

“Whatsoever ye sow, that shall ye also reap; therefore, if ye sow good ye shall also reap good for your reward” (Gal. 6:7).

The issue of giving vs. tithing has been greatly confused by some who misunderstand the nature of the Old Testament tithes. Tithes were not primarily gifts to God, but taxes for funding the national budget in Israel. Because Israel was a theocracy, the Levitical priests acted as the civil government making the Levite’s tithe (Leviticus 27:30-33) a precursor to today's income tax. All giving apart from that required to run the government, was purely voluntary (Exodus 25:2). Each person gave whatever was in his heart to give; no percentage or amount was specified. New Testament believers are never commanded to tithe. Matthew 22:15-22 and Romans 13:1-7 tell us about the only required giving in the church age, which is the paying of taxes to the government. Interestingly enough, we in America presently pay between 20 and 30 percent of our income to the government--a figure very similar to the requirement under the theocracy of Israel.

Giving or tithing will be one of the important lessons you’ll choose to learn. When you learn to let go of the ‘things’ you think you own, they no longer own you. Begin to give back for all you do have, and you’ll start creating that vacuum to attract massive abundance in your life right now! How can you desire ‘more’ in your life if you do not make more room for it to grow? There is unlimited abundance in the world to go around, and yet some actually believe there is only so much money to be had. By tithing or giving back, you ensure your prosperity in God’s eyes, as well as everyone around you. All the relationships you create will be a direct reflection of this idea of giving back. Even the relationship you have with yourself! You deserve all this world has to offer, so recycle your abundance. What kind of seeds are you sowing?
When was the last time you accomplished something outstanding? Do you remember what was happening in your life at that moment, what you were doing, who you were inspired being around, what you were feeling? Which if you could create that state of mind at anytime you would be able to ‘fly faster than a speeding bullet’ and ‘leap tall buildings in a single bound.’ What if you could take complete control of your entire life, consistently, everyday? How would your life become different? Do you understand the depth of this question? This is the number one challenge with every individual I consult with. How to take full responsibility of your life and move you in the direction you could only imagine.

This is specifically what our **Personal and Professional Coaching** gives you, the ability to empower yourself on an on-going basis! The ability to ACT! Developing a partnership with us as your Success Coach, we’ll begin by making an initial assessment of where you are, then define ‘what’ specifically you ultimately desire, teach you to expand your creativity and create more flexibility, then guide and **empower** you to act, making your future so compelling, it will actually feel as if it’s drawing you towards it. One of your greatest investments you will make in life, will be in yourself. Though, we’re often too busy or distracted to focus on who we really want to become. There are three essential steps:

1. Define who you are.
2. Design clear outcomes for your life.
3. Determine to empower yourself to action.

We are experts in behavioral change technology, which when you apply to your success, you create a whole new path for your life to travel upon, and the road to success is a whole lot smoother having a map and a guide to make your journey FUN!

Our professional long distance **Executive Phone Coaching** service frees you not only from the expense of having to travel, it allows you the freedom of maintaining a schedule that is conducive to your busy life style. Receive assistance in the comfort of your own home or office! Most coaching partnerships last

Coaching is one of the fastest growing new professions. What is the appeal? Recent issues of Newsweek, Money Magazine and the Wall Street Journal urge professionals to avail themselves of the services of a personal coach. Why? Dedicated athletes use coaches to increase their focus and to provide support, structure, and ongoing accountability to prepare them for winning competitions. So, take the next step in your evolution, make an appointment for a free consultation. Let’s find out how you can take control and move your life in a more empowering direction! Live the life you really deserve worth living. It’s easy as picking up the phone and making a change.

Give me a call and lets find out how we can work together to produce the outstanding results you’ve been looking for:  (818) 879-2000  or send me an email at:  info@LANLP.com  or visit -  www.LANLP.com
Maximum Success Empowerment Products

“Asking The Right Question…” Book .......................... $20
101 empowering questions to renew your thinking, focus your intent and improve the quality of your life. Learn to ask better questions of yourself!

“Harmony In Hypnosis - Stress Reduction” CD ............... $20
Listen to this CD and learn how to eliminate daily stress, relax your body& mind, and learn to respond appropriately to stress-full situations!

“NLP Introduction 101” CD ........................................ $20
NLP - the cutting edge of human development. Utilize your full potential by tapping into your personal power to manage your emotional states!

“Manifesting Abundance” 4-CD Audio Set ...................... $47
Listen to this LIVE workshop and learn HOW to tap into the secret of manifesting abundance. Design a life of passion and purpose!

“Affirmation ” CD Audio Program ............................... $20
RE-program your mind for success, listen these 280 positive affirmations on Wealth, Relationships, Health & Spirituality. 4 complete tracks; 70 Affirmations each, embedded with a wonderful hypnotic soundtrack.

“Road Map To Success” Book ................................. $20
Twelve authors impart their success strategies and principles to define, guide and create your future. This is a definitive guide to bringing it all together. Learn from twelve masters that have created and living it Now!

TOTAL $ ______

Credit Card Information
By choosing to complete the following required billing information, I hereby affirm my full and complete agreement to the following described policies and procedures regarding my purchase and payment for the products listed above.
I, __________________________________________ agree to the terms of service and give
Maximum Success Seminars permission to charge/debit my; M/C    Visa    Amex    Discover

Name on card ______________________________________________________

Card number ___________________________________ Exp. Date ______________________

Billing address ___________________________________________________________

City ___________________________ State_________ Zip code ____________________

Phone Hm_________________________ Wk________________________

Email ___________________________________________ Fax _________________________

Signature ___________________________________________ Date ____________________

You will receive an email verification from our bank card services affirming your debit for this transaction.