HEURISTIC STUDY ON NEURO-LINGUSTIC PROGRAMMING
IN PERSONAL DEVELOPMENT AND CRITICAL AWARENESS

by

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> There is only one thing that will really train the human mind and that is the voluntary use of the mind by the man himself. You may aid him, you may guide him, you may suggest to him and, above all else, you may inspire him. But the only thing worth having is that which he gets buy his own exertions, and what he gets is in direct proportion to what he puts into it. (Templeton, John Marks, 1997, p. 437, Albert Lowell)

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This study investigates the various methods of influencing individuals using

Neuro-Linguistic Programming (NLP) as a detection tool. It is important for people to

have a personal method of investigation that encourages them as learners to discover

solutions for themselves through the applications of an organizational exposure

technique. This dissertation is in the form of heuristic inquiry that is formulated from my

personal studies, experiences, knowledge, and insights.

Every individual has had experiences that continue to influences that person's life—that

either gives the person more choices and opportunities or places limitations on his or her

behavior. Due to the variety of complex stimulus-response neurology that may be

associated with some of these memories, it is necessary for an individual to find a way to

utilize these recollections because this kind of organization enables the person to function better in his or her life.

The most important aspect of any type of heuristic or transpersonal education is the curative benefits one receives throughout the application of the research. Not only will an individual be able to utilize the knowledge in his or her own life from a personal growth and experience perspective, but that person will also be able to covey a confidence in that paradigm to his or her clients in both a conscious and subconscious fashion.

One of the more interesting aspects into the study of NLP is the illumination that one will receive is in the process of clarifying and explaining the world that we live in today to others and oneself. This intellectual understanding NLP may also have an effect on the spiritual philosophy that an individual has held, it may give someone insights into the political structure and strategies that governments use on their citizens and on the manipulation and persuasion approaches used in marketing and media tactics.

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CHAPTER 1

PROBLEM FORMATION

Introduction

Many authors have written books about Milton Erickson and the models of his

therapy techniques (*Therapeutic Trances,* 1987 by Stephen Gilligan, *Introducing Neuro-*

Linguistic Programming, 1990 by Joseph O'Conner and John Seymour, *Conversations*

with Milton H. Erikson, M.D., 1985 by Jay Haley). Richard Bandler and John Grinder

were two of the therapists who carefully analyzed Milton Erikson's psychoanalysis

principles and his style of therapy (*The Structure of Magic,* 1975, *Trance-formations,*

1981, *Patterns Of The Hypnotic Techniques Of Milton H. Erickson, M.D.,* 1975). After a

few years and much collaboration with other therapists who also examined Milton

Erikson's systematic processes, these psychologists came up with the name of Neuro-

Linguistic Programming (NLP) for this therapeutic model of the study of human behavior

and experience. Initially the focus of NLP was solely on its applications for therapy.

Later, Richard Bandler shifted his concentration away from therapy and converted his

ideas of NLP into sales and marketing techniques, where he found that the results were

equally effective.

Many other authors since the original formation of NLP have also developed their

own particular slants on NLP that have been used in counseling, sales, self-improvement,

politics, and to further understand how the mind works and functions (*Mind Lines*, 1997

by Michael Hal Ph.D., *Monsters & Magical Sticks*, 1987 by Steven Heller, Ph.D. & Terry

Lee Steele). The study of NLP has reached into all areas of psychology and can even be

used by individuals in many areas of their own personal development and in their understanding of life. I personally have discovered that the self-help improvement approach will help someone gain a familiarity about how the mind works, to understand the different persuasion techniques being used on citizens by therapists, marketing, media, and advertising groups and the games and frames that can be unleashed on unsuspecting individual in public by the global influence of propaganda.

There are many people who study NLP that recognize the different techniques that are being used on the American public today. Without the knowledge of manipulation tactics, individuals have no protection against the methods that are being used to deceive them. There has to be some type of structure and organization in any society for it to run in an effective manner, but the people in each civilization should have a revealed choice in the level of culture and social organization that they desire. The majority of the people are controlled to a large extent by the illusions that the minority in power creates for its own agenda. There needs to be some type of education that displays all the tricks of unethical manipulation techniques that take advantage of people by certain factions in society like our political leaders.

If students in all levels of our pre-college school system were educated about NLP methods, they would understand the basic nature and structure of the mind and its fundamental process functions. This would allow them an opportunity early in life, the ability to formulate a cognitive approach of thinking for themselves. At the present moment, there is no public school system in the United State that teaches this type of information before college. This leaves students without access to this type of wisdom for their own personal improvement and organization skills or for a skillful defense against

toxic frames and beliefs influenced by others. Therefore, the students have to "wing-it"

on their own, and they develop personal frames and beliefs systems of life that are

heavily influenced by what is available in their local environment, for better or for worse.

Only later in life, after there are many unproductive automatic programs running in their

subconscious minds, might individuals come across this type of information. This will

happen only if they are fortunate, if they are interested in self-help improvement

strategies, interested in becoming counselors, take sales training, or if they feel a strong

draw to study this material and have the time to do so.

Maybe it is time that we incorporate the information from Milton Erickson and the

models of his therapy techniques into our early school curriculum. Not only would NLP

provide the knowledge that many citizens need to know about creating their own personal

development model, but it would also allow individuals a greater opportunity to actually

think for themselves and to understand the world in which they live.

> "In some of our seminars and workshops, participants have said they feel that sales hypnosis gives them an "unfair Advantage." Does it? Hypnosis is a natural state of deeply focused attention, frequently combined with relaxation and vivid imagery. As you learned earlier in this chapter, most people go in and out of hypnotic state, (such as hypnotic trust, revivication, ideosensory trance, age progress, etc.) every day. …Does sales hypnosis give you and unfair advantage? Yes, it does give you a real advantage, but it is not unfair. In our professional opinion, sale hypnosis is ethical and necessary. It is being used everyday by top sales-people, politicians, religious leaders, executives and other successful communicators. Simply ignoring it will not make it go away…"your goal in sales should be to create a win-win situation: so solve the customer's problems by offering him or her a good product at a good price, and to earn a good commission." (Donald Moine & Kenneth Lloyd, 1990, p. 36-37).

Background of the Problem

From the moment our senses first register the presence of our parents we are being shown the way that life apparently is. Through no fault of theirs, our parents begin the process of programming their views of life upon us—views that have been shaped by their parents, education, employment, religion, and what the media has imposed on them. Formal education through schools, colleges, and universities continue the systematic indoctrination where the "correct" views and memorized interpretations of science, history, and society result in exams passed and the ability to get on in life. Alternative views are rejected by the establishment and may often lead to lesser jobs and a struggle against economic poverty. Our entire understanding of the world and current affairs is filtered through mass media, interpreted by journalists and so-called experts. Their viewpoints become our outlook simply because we are not offered any alternatives. To deal with day-to-day problems within our society we turn to the elected representatives of our community. We give our decision-making responsibility to these few people who are increasingly remote, idolized, and strive for their own personal agendas, as local city power is removed to the national government. An example of this could be found if one investigates the business relationships between the FDA, pharmacy companies, lobbyists, and our elected officials desire to be re-elected.

The framework around our society determines our experiences of life. The basic premise of the powerful economic entities is that the goal of each individual should be to become a minuscule part in the global machine of consumerism. Every other consideration is subordinate to the prime motivation of power and greed. Obviously, those in positions of influence, such as politicians, religious leaders, advertising, and

media, etc., have been—according to their own definition—successful within the system. As a result, they have an interest in maintaining their status at all costs. This framework shapes every aspect of our lives through our parents, education, religions, cultural and sporting event, entertainment, etc.

With these framing conditions in place the system regulates itself. Individuals with attitudes that suit the perpetuation of the system achieve status and influence within it. Those who accept the establishment rules soon find ways to impose those rules on others. Those who are blind to the exploitative realities of consumerism attain positions to promote it. The same attitudes control education, media, religion, governments, banks, and therefore exert a strong influence over every aspect of our lives, our thoughts, and our opinions.

The vast majority of the world's populations adopt the herd mentality principle and are merely "sheeple," happily following the herd. The more we see others doing something, the more likely we will do it. Whatever is broadcasted in the media as being desirable to the crowd suddenly and miraculously becomes desired by the masses. Whatever our neighbor owns or achieves becomes the object of great envy and we lust to acquire what we believe to be ours by right. Therefore, when we are shown a solution to a problem, which is consistent with our need to follow the latest trends, we accept it without question and cease to seek any further for ourselves. Problems abound and so do solutions. The majority seizes upon the easiest and most profitable option offered, while the minority is trampled underfoot in the stampede to acquire the latest object of worship. Just like sheep that follow blindly and without questioning the direction of the herd, we are led through the gates of influence to be confined at the shepherd's convenience until

it is time for the final journey. We go then, once again without hesitation and happy in the knowledge that we are with the in-crowd, through the gates of the slaughterhouse.

Throughout all of the experiences that we may have in life, most of us are never taught any type of cognitive abilities where we learn to think for ourselves in our schooling, unless we are fortunate enough to be in the presence of a parent or some other extraordinary type of perceptive personality who leads us to the discovery of thinking for ourselves. Most of the time people are in a state of hypnosis searching for new ways to have fun, being stylish in the latest trends, or being widely successful in whatever ideology they have allowed to be programmed into them. Individuals seldom take any time to analyze or contemplate what is happening in the world around them. It is much easier and requires immensely less time and energy to accept many of the distorted views of individuals who is supposedly educated in any issue without questioning their monetary motives or credibility. Individual's, who do take an active interest in getting out of this self-serving framework imposed on us by outside influences, are many times looked at with great disfavor as heretics and have been punished by members of society. Sometimes public executions have been used to encourage conformity.

In a metaphorical sense, the world we live in could be compared to a game. When a people develop an awareness of the game—who sets the rules, how it works, how it invites people into it without their knowledge, and the trance states it elicits—they are ready to begin the battle for their mind, if they are willing to play. If people are really interested in their own personal self-development and ready to take challenges, to take charge of their own lives within the limits of living peacefully in a society and its structure, and would like to open their eyes to what is really happening in the world

around them, then there are opportunities available to get out of the matrix of the game, where the strings and illusions are being controlled by others.

NLP is one of the methods that will allow an individual to take control and manage his or her life in such a way as to become more self-directed and to plan consciously. It also permits any person the potential to comprehend how the actual process and structure of the mind invites an individual to go into a trance state, how the brain works, the analogous ways people use their memories, and a strategy to administer what he or she think inside the mind. When a person really understands how NLP works, it has a few other benefits to and side effects in his or her life. The rewards are the empowerment that results from learning how to think by making personal decisions instead of just following someone else's map and the acquisition of a sort of defense from the manipulation techniques we are subjected to and propaganda with which we are constantly being bombarded in an attempt to influence our behavior

Originally, NLP was used as a therapy technique for professional therapists to utilize with their clients to create change inside toxic frames. Later, it was revealed to be just as effective as a communication technique that could be used for many different careers such as politics, marketing, religion, therapy, or any other profession in need of persuasion skills. The ultimate constructive use of NLP is for individuals to have a cognitive approach to understand themselves, the societies that they live, and the spiritual meaning life.

> "In coming to understand how it is that some people continue to cause themselves pain and anguish, it has been important for us to realize that they are not bad, crazy, or sick. They are, in fact, making the best choices from those of which they are aware, that is, the best choices available in their own particular model. In other words, human beings' behavior, no matter how bizarre it may first appear to be, makes sense

when it is seen in the context of the choices generated by their model. The difficulty is not that they are making the wrong choice, but they do not have enough choices—they don't have a richly focused image of the world. The most pervasive paradox of the human conditions which we see is that the processes which allow us to survive, grow, change, and experience joy are the same process which allow us to maintain an impoverished model of the world—our ability to manipulate symbols, that is, to create models. So the processes which allow us to accomplish the most extraordinary and unique human activities are the same processes which block our further growth if we commit the error of mistaking the model for the reality." (Bandler, Richard & Grinder, 1975, p. 14)

Scope and Statement of the Problem

I was ultimately drawn to write this dissertation because of the interest I have in NLP and the resources that it has given me in my own personal understanding and development. It has given me the opportunity to recognize many of the mistakes I have bring to an end and to realize many of the improvements that I have made over the past fifteen years. It also has given me a cognitive foundation for theories and ideas that came from the internal representations in my mind and for which I had no effective method of contemplating before. Most of all, I can now recognize the frameworks of powerful techniques of influence that have been used for centuries. This recognition enables me to make decisions that are based on the use of reason, intuition, and thought processes, instead of on those frameworks.

When I look back to the first twenty year of my life, I wish that I could have acquired many perceptual skills at a much earlier stage and think how much further I would have advanced on the path of becoming the person that I wish to be if I had acquired them sooner. But then again, if I had acquired those perceptual skills, would I be the better off mentally and have the same curiosity that I have today?

Neither of my parents had any type of extensive formal education in any field of study, especially in areas that were related to psychology or the sciences. Both of them were blue-collar workers who had no interest in self-development or in the functions of the mind. My dad would come home after work and read a newspaper and drink a glass of wine. My mother would relax after work by enmeshing herself inside the fantasy life of a romance novel when not doing household chores and taking care of the kids.

There were six children in the family and our time was spent playing sports, watching TV, reading, or looking for some other source of entertainment. Homework was something that we were not pressured or required to do, not even the kind of memorization the school preferred. None of us had any outside information source that might be considered controversial or leading edge material. Neither parent really stressed very many frames or beliefs of value other than to not lie, cheat, or steal. The most important frame they stressed was to get a higher education.

I started going to church around four years of age and stopped when I was thirteen, when we had to start walking home from church, because my parents lost interest in picking us up from church. Although the church did provide some moral guidance, I wonder at times if the standards were actually a hindrance to my development. As a result of all this, in all the years that I lived at home, I never had any type of training by my parents or school in the principles of thought and thinking, cause and effect, personal responsibility for myself, setting goals, etc., that would have any significant influence on my life. Everything that I learned while I was in school was related to the general education skills of reading, writing, history, and arithmetic. I developed many bad habits in thinking from a lack of cognitive skills. I was deficient in any type of influential or

motivational communication skills, since my dad would talk mainly in content language system of speaking and my mom did not talk very much at all when she was at home and not working at her night job. She was not available for a lot of quality time.

This environment included a lack of bonding within the entire family structure due to various environmental, psychological, and economic reasons. This setting did not really prepare anyone in our family to be highly effective when we left home, and we all left at the earliest moment we could after graduating from high school. We had advantages and disadvantages compared to others, but we have all managed to get on in life to some extent.

With the education that I have received from following my own excitement in areas of self-help, hypnosis, psychology, and NLP, I now have an understanding about the mind and life. I find that students do not receive some of the education about the functions of the mind that I had to go out and discover on my own, and that I found by accident many times. My personal speculations, involve the creating of non-thinking citizens that are easier control for domination purposes. The most I can do for this thesis is to express my personal views of what I feel should be included in our educational system, especially from elementary through high school. Not only would the people of America have more wisdom but the psychological issues that we find in our society today also would be drastically reduced.

In this paper, I will introduce and integrate perspectives that I have found useful from both a therapeutic point of view toward self-improvement, and from the point of view of an individual trying to understand the different frameworks that influence us in our daily lives. Human behavior is extremely complex, so it is essential to have

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knowledge about the structure and process of the mind that will enhance a feeling of

empowerment within our lives. As we begin to uncover the structure of our own mind,

we will start to develop a frame analysis to identify and articulate the way others exert

their influence on our beliefs.

> We, as a species, exist in a world in which exist a myriad of data points. Upon these matrices of points we superimpose a structure and the world makes sense to us. The pattern of the structure originates within our biological and sociological properties. (Robert Anton Wilson, 2004, p. 33, Persinger and Lafreniere)

CHAPTER 2

PURPOSE OF THE STUDY

A Transpersonal Perspective About NLP

This is a transpersonal research dissertation about how the knowledge gained from understanding NLP can have an effect in all areas of a person's life and on their personal viewpoints. There are three main areas of discussion in this paper that look at how individuals within society can influence another person's perspective and behavior. These three categories are in individual/therapy, sales/marketing, and government/religious indoctrination. The more an individual has an awareness of how manipulation techniques function and work, the more he or she will be able to create and design the life he or she wants to live.

Typically, the goal of research is considered to be the acquisition of new knowledge or information that benefits the individual and the field of inquiry. In transpersonal research this goal of information advancement is still present and is supplemented by the goals of assimilation, integration, and transformation. As the researcher works qualitatively with these important issues and topics, he or she may learn something new or resonate to something unfamiliar, which in turn can provide opportunities and occasions for self-transformation.

A heuristic study (*Heuristic Research: Design, Methodology, and application,* 1990, page 15-27) by Clark Moustakas) evaluates the changes in a person's personal life that can be attributed to the study of some subject, such as NLP. The characteristics of the transformation are the improvements that an individual has felt and noticed over a period

of time within his or her own life from having the ability to step aside from thinking and feeling and to recognize thoughts, emotions, and their layers. A researcher can truly feel how he our she has been transformed by assessing personal self-improvement from knowledge gained, the changes in personal habits and world perspectives, and the understanding acquired from incorporating this material into his or her life.

The word heuristic has been traditionally applied to research into new territory where the only thing that is known is the question, and the method is a random inquiry into the dark to find what works. The investigator uses trial and error methods that are often based on an intuitive feeling of what might work. The researcher proceeds from there, in a step-by-step process, like searching for one's way in the dark, until a clearer picture emerges directly in front.

All science, whether natural or human, begins heuristically and continues that way until there are enough answers to shed light on the patterns and characteristics related to the area of research. Only after enough light is brought in by way of the heuristic process can theories be postulated and results predicted and tested using the more traditional, control-oriented, objective-based scientific methods. The decision to write a dissertation based on heuristic research was arrived at through my personal struggle to understand myself. It is important for me to conduct a research study in such a way that it is congruent with my respect for the individual and his or her personal experience of life, while adhering to the parameters of research.

There are so many tools and so many things that make up the subject of NLP that it is incredible. A structure or hierarchy of these tools will be developed to help explain their uses and functions. An understanding of how an individual will be able to utilize

this material and to put its many uses into practice will be introduced, and some of the ways to influence with these tools will also be examined and explained. I will discuss the tools that I consider the most powerful and influential, and also some of the tricky methods in which they are utilized to accomplish the desired outcome.

Importance of the Study

One of the most important aspects about this study of NLP is that it will facilitate the realization that it is possible for anyone to make drastic improvements in just about any area of his or her life. This enrichment is provided when individuals spends the needed amount of time studying the leading teachers in the field and implementing this information in their daily lives to accomplish this goal toward self-improvement.

Milton Erickson first used these tools in his therapy practice for the sake of his clients, and the techniques had wonderful therapeutic effects on the patients who voluntarily came to him for positive change. Many other therapists later studied and followed his model of therapy and also discovered that his techniques had encouraging results. Presently, the early techniques once used by Erickson are being converted into elegant persuasion techniques to be used by sales and marketing groups on the unsuspecting public. Many people feel this creates and unfair advantage for the people who sell products, services, and information to the public.

Included within this report, is knowledge about the tools that an individual can use to will help them to gain some awareness of the different manipulation/persuasion techniques that are currently being used in the areas of individuals/therapy, sales/marketing, and by the religious/political leaders. One of the best ways for a people to protect themselves against persuasion techniques is to have a game consciousness of

the strategies that different parties use, so that they are able to recognize these tactics in the moments that they are utilized.

An important benefit for someone who studies NLP is the recognition of how many of these techniques have been used for thousands of years. An individual will be able to start thinking for him or herself in an improved cognitive way or system. The individual can receive and analyze information in a much more effective and educated manner, rather than just accepting what someone else says is true. Access to alternative ways of understanding history and information may give someone many new insights and discoveries about what may have happened in the past and what techniques are being used in the present, and may also develop a game consciousness that will help that individual decide the direction in which he or she wants life to unfold in the future. "The significant problems we face cannot be solved at the same level of thinking we were at when we created them." (Michael Hall, Ph. D., 2000, p. 162, Albert Einstein)

Scope of the Study

Heuristic research is characterized by an exploration to discover the meaning and essence of human experience. The subject population in this study consists of my personal experiences and thoughts throughout different periods of my life. The advantage of having this type of frame of reference in a private investigation of NLP and of the mind, is that every individual is unique in all the knowledge of and skill, from the wisdom gained through being involved in it or exposed to it over a period a of time.

The only way to truly understand what has transformed in the life of an individual, or to possible feel what they went though during their development, is to examine one period in time and compare it to another period of time. This form of research often leads

to an encounter with emotional wounds and the meanings attached to the wounding. The process is intended to bring about self-discovery as well as healing to those internal emotional places. A book by Clark Moustakas, *Heuristic Research: Design, Methodology, and Applications*, describes six phases of heuristic research and seven essential tool and processes to help and individual understand how to be aware of this type of transformation.

One of the most important aspects of this type of heuristic study is that an individual is trained to recognize and apply the knowledge that he or she has learned, and is able to compare this information to their past and present experiences, memories, and responses. This will allow the differences of how a particular belief, frame, or way of thinking in a person's life has changed or to become apparent to the individual, even though it is subjective in nature. The map of our own personal view of life can never be the actually territory of all of life's possibilities, only an expression of the totality.

This is a heuristic research analysis of my personal study into the transformation that I have experienced in my life from the knowledge and experiences gained from studying NLP. The intimate details and experiences of a report such as this will also assist in a much larger and time consuming study, regarding the change that happens in a person's life that utilizes the knowledge they have learned in NLP. There will also be discernable correlation for a larger population study to illustrate the patterns of improvements that an individual can experience through learning NLP.

Limitation of the Study

Heuristic research is written from a personal experiential point of view and, therefore, is subjective by definition. The outcome of this type of research cannot be proven, since it is based on individual life experiences and perceptual filters, but an outside evaluation can discover similarities between researchers who have studied the same phenomena.

The study of NLP for personal self-improvement is one of those research projects that is subjective in nature and that can only be understood by a study into an individual's internal frame of reference. In general, heuristic evaluations are difficult for a single individual to do because one person will never be able to find all the usability problems. This is because we make judgments based on emotions from our remembered experiences, rather than from complete sensory data.

The most obvious limitation of this study is the quantity of subjects under observation. With only one person being observed, it is not really possible to prove that a pattern of improvement will result in individuals from the knowledge and experience gained from using NLP. All it can really prove is that there were changes that occurred within a particular personality. It would take numerous participants and many years of study to actually prove that there is a definite pattern that can demonstrate the effectiveness of NLP to help understand life.

The second limitation of this study would be the overall mental health of the individual involved in the study. There are many incidents that happen in our lives where the end result could have a variety of consequences on a person's model of the world, depending on his or her reactions, distortions, generalizations, and deletions within each

experience. Each person will have a unique response or feedback of some type that may not agree with the feeling and thoughts of another who has experienced similar episodes. Every person is different because of the many life experiences he or she has had in his or her family background, ethnicity, belief systems, culture, personal goals and desires, economic class, etc.

It is not possible to entirely know or understand a person fully outside of these contexts. The result of these numerous incidents in a person's life is that that they start forming a personal opinion or impression about many of their individual responses. The many ideas that a person may have accepted throughout his or her life and the diverse reactions to the personal experiences, will cause a human being to unknowingly develop beliefs and frames that he or she will use for the rest of his or her life. This also has an effect on immediate experiences, environment, and attitudes. All of these distorted thoughts and experiences will act as filters, which can alter a person's personal perspective of an occurrence and make it different from what another person may feel or comprehend. This is especially true when the experience is particularly significant, traumatic, interesting, exciting, or unusual.

The heuristic paradigm is research that starts from the realization that there are no privileged realities or ways of knowing, and, therefore, that there is no way to include all relevant information in data gathering and analysis. All ways of knowing (including all research methods) lose and distort some information in the process of gathering and analyzing data.

Heuristic research is an extremely demanding process, not only in terms of continual questioning and checking to ensure full explication of one's own experience and that of

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others, but also in the challenges of thinking and creating, and in the requirements of authentic self-dialogue, self-honesty and unwavering diligence to understanding of both obvious and subtle elements of meaning and essence inherent in human issues, problems, questions, and concerns. (Clark Moustakas, 1990, p. 37)

Even though there are limitations in heuristic research because it is subjective in nature, there are many benefits to an individual who decides to research a particular phenomenon. Only through a deep immersion into a subject matter will a person be able to develop a creative synthesis and also gain an understanding the various layers of meaning, and possibly to even change the direction of his or her future.

> "Language is what bewitches, but language is what we must remain within in order to cure the bewitchment." (Michael Hall Ph. D., 2001, p. 62, Henry Staten, 1984, p. 91)

CHAPTER 3

RESEARCH METHODS

Research Design

I decided to use the heuristic research method to write this dissertation because it utilizes all the knowledge that I learned and experienced in my personal studies before learning NLP. This heuristic approach was adopted because there is no one else that has my exact personal frames of reference, beliefs about life, and my individual responses to what I have experienced. Therefore, I have a viewpoint that will be somewhat different from every other individual, like a fingerprint, although I will also share many ideas in common with others.

NLP is very similar to heuristic research in that one has the opportunity to study a topic from a subjective point of view. Both methods provide the conceptual and interactive tools necessary to understand and gain more choices within the belief systems that guide our behavior in the world around us. On a daily basis, we are forced to transform the way we think because of the changes that happen in our immediate environment, our beliefs and value systems, our identity, relationships, and many other personal experiences processes that we interact with constantly.

This dissertation covers many of my experiences through ideas, beliefs, values, observation, decisions, memories, and language that have shaped and colored my perceptions. This process is based on discovering and understanding the significant events of one's personal life. It is through these frames of references that I have been able to understand many of the events that are happening in the world today. I have found that

by using these internal representations of memories I experienced, that I have been able to create new maps of what the conscious territory actually represents.

This research method is congruent with many of the topics that have occupied my time over the past fifteen years, which are also very subjective in nature. These topics include a variety of multidisciplinary studies and practices such as, self-help, meditation, yoga, hypnosis, metaphysics, dream work, out-of-body experiences, energy-clearing work, controversial ideas, thought and thinking, channeling, consciousness research, alternative science/history/medicine, and early political and religious history.

I have been led to research these studies by personal question like "What is life really about?" "Who am I?" "Who are you?" "What am I here to learn?" "What happens after the physical body dies?" "Where am I going?" "What is everyone's agenda?" These and other related questions have been a major focus and passion throughout my life. I have found that analyzing another's model of the world is a way of clarifying and expanding my own beliefs about the possibilities and methods involved in the process of change, as opposed to a simple description of techniques and procedures that a individual should follow.

Subjects

This is a heuristic study, which uses NLP and it's tools for the analysis of the society in which we live. Although I am the only subject in this dissertation, I will disclose information from authors and individuals who have had an impact in my learning. I also feel that it is important to reveal my education, studies, and experiences, to give a clear understanding of my background. This will also help a reader become familiar with many of my viewpoint and to become aware of the "frame of mind" from

which my intellect operates, as I describe how I use the tools in NLP as a reference guide, to comprehend the many techniques that are used to influence individuals in any society.

A Christian non-denominational church influenced the early foundation for many of the beliefs that I acquired. I attended this place of worship from ages four to thirteen, going to the Sunday school and service. Although I was did not show a great interest or commitment to the endeavor, I remember falling into the basic thought of, "I will believe in Jesus as my savoir, just to cover my options." frame of reference at the early age of six.

From the ages of eighteen to twenty I attended the New Mexico Military Institute and acquired an Associate of Art degree in general studies. It was an interesting experience in the practice of completely submitting my will to the rules and regulations of a very constricting military environment.

I eventually graduated with a Bachelor of Science degree from San Diego State University, going to school part time and working full time. This was also after changing majors from engineering to information systems, and then finally to business. After graduating, I also took classes at a couple of community colleges and acquired a real estate license and a real estate appraiser certificate.

Around the age of twenty-nine, I developed an intense interest in self-improvement and began a serious study into self-help books. I continued to investigate and think about this area of learning until about the age of thirty-one. I felt that the development I yearned for was not to be found in this basic, yet important area of research into self-help.

The next interest, lasting for about two years, was focused on the framework of Sidda Yoga with concentration on the unity of the individual with a supreme being

through a system of meditations, postures, and rituals. Included in this study was the evaluation the Bhagavad Gita and many other books relating to analyzing and testing the frames and beliefs of Sidda faith and the five paths of Yoga. This study was also my first conscious breakthrough from a belief system using the Christian view of life and responsibilities.

At thirty-three I found myself becoming interested in the very controversial subject of channeling. Channeling consists of a person acting as a medium for receiving supposed messages from the spirit world. The person channeling hears a voice in his or her head or may completely lose conscious thought while an "entity" or "energy" occupies that person's body, giving out information. I observed this phenomenon in the presence of many individuals who claimed they had the ability to channel and also from reading many books written by people who claimed to hear voices.

Around thirty-five, I started attending the Institute of Thought, where I actually began my focus into transpersonal psychology. I was first attracted to the school because I always had an interest in dream interpretation. Later, I discovered that the teacher also had a past-life hypnotherapy course, which really enticed me. There was a twelve-month curriculum based on understanding altered states, self-hypnosis, reframing, past life connections, family dynamics, regression, addictions, reincarnations, healing wounds, symbols, dreams, death and transitions, and business principles. I continued my learning at this school from which I obtained an Advanced Hypnotherapy Certificate.

I began my study into Neuro-Linguistic Programming in February of 2001, after someone asked me if I had studied Milton Erickson in my education and research into hypnosis. It was through NLP that I felt I had finally found an organized way of thinking

that compliments the way my mind works. Using NLP as an analysis tool seemed to put everything else I had learned into perspective. NLP provides a highly productive way of organized thinking and analyzing that I found fit my process of thinking and reasoning.

The history of an individual will give a reader an idea of the many experiences that an individual has gone through and the numerous perceptual filters that help to create their models of the world. To identify the things that truly drive and control our lives, we have to uncover the frames with which we closely associate. Once we detect our frames and the circumstances that they create, we can apply a wide range of reframing methods to design the future direction of our lives.

CHAPTER 4

VOCABULARY

NLP (Neuro-Linguistic Programming)

The field of NLP came into public view in 1975 with the emergence of the book*,*

The Structure of Magic. This is a book about language and therapy written by Richard

Bandler and John Grinder after observing Milton Erickson and the models of his therapy

techniques. They describe the structure that underlies the seemingly magical effect words

and symbols can have upon people, thereby demonstrating the power of language to

influence the minds and emotions of individuals.

NLP is a model of how a person structures his or her unique experiences of life.

NLP is one of the ways to think about and organize the fantastic and beautiful complexity

of human thought and communication. It represents an attitude of mind and a way of

thinking within our experiences that cannot be passed on adequately through study,

although a sense of it will come from knowledge gained in that way.

NLP is practical in that it is a set of models, skills, and techniques that teaches an

individual to reason and act more effectively in the world. The purpose of NLP is to

assist in the cognitive thinking process and to increase the number of choices and options

that enhance the quality of life for people who use these skills. Finding out what is useful

and works is just as important as finding out what does not work; then an individual can

alter his or her behavior to create the desired changes.

As a term, *neuro-linguistic* holistically summarizes the mind-body connection

between language (words, symbols, etc) and neurology. It specifies how our neurology

(*i.e.* nervous system and brain) processes language and thereby responds to language patterns. With the proper knowledge and experience using the techniques of NLP, an individual has the tools necessary to help create the type of transformations he or she desires within his or her life.

Frames

Framing in NLP refers to the way we put things into different contexts to give them different meanings, according to what beliefs we feel are important at any particular moment. The frames involve our ideas, thoughts, beliefs, understandings, decisions, values, models, paradigms, definitions, learning, etc. Our frame of mind controls the games that we play, both internally and externally. Many of the frames that we play every day were set hundreds, if not thousands, of years ago. There are basically five different categories of faming options that an individual can use to assist their decision-making process.

The outcome framing method is where a person creates a frame or viewpoint that is well formed and understandable in its intentions and is also a rational way of looking at the state of affairs. This frame analysis provides a way to clearly articulate the level of mind and the influence our beliefs can exert over life's experiences. Then a person proceeds to elicit the outcomes that they desire for their future goals. Lastly, by keeping the outcomes in mind, a person can notice if he or she is moving toward the respected goals or moving away from them.

Ecology framing deals with the idea of how a person's actions fit into the wider systems of family, friends, and professional interests. Does it respect the integrity of the other people involved, and is it expressive of a personal overall integrity as a human

being? This step examines the overall relationship between idea, skill, systems, and the dynamic balance of elements in a scheme.

Evidence frame concentrates on clear and specific details, in particular, how people will know when they have attained their personal outcome. What will they see, hear and feel? This perception often appears as a particular state of mind that becomes so solidified in our point of reference that it then becomes our characteristic mind-set or attitude, giving the frame even more power and influences over us

The As-If frame is a way of creative problem solving by pretending that something has happened in order to explore possibilities. It can be used in many ways, such as going forward six months into the future, then looking back at the best and worst case scenarios. If the frame outcome does not appear to have the desired outcome in the present, one would examine the steps that would be needed in the present to accomplish the future task in the desired fashion.

The Backtrack frame is used by recapitulating the information that an individual has up to that point by using another person's key words and tonalities in the backtrack. This technique is useful to open a discussion, to update new people in a group, and to check the agreement and understanding of the participants in a meeting. It also helps in building rapport.

With these five different ways of implementing a frame, we can create ways of planning that empower ourselves. If our mental and emotional frames determine all of our viewpoints, then it is vital that we use processes that greatly contribute to our health, success, enjoyment, and personal development. Just as the framing of a building

determines how useful the structure is, so our mental frames determine the structure of

usefulness of our thought processes and behavior.

> Not only does every game/frame have rules by which it
> operates, but those who know those rule and master them,
> also learn something more important than the basic rules—
> in the present they learn secrets about how to use the rules
> to play with skill, finesse, and elegance. Similarly the
> "mind" games that we play with ourselves and others have
> "rules." They operate according to the way our brains and
> neurology work. Once you know those rules, you can also
> learn some of the higher-level principles or *Secrets* for
> making the rules work for you. (Michael Hall, Ph. D, 2000,
> p. 310)

Mind-lines

Mind-lines: Lines For Changing Minds, Michael Hall, Ph. D. 1997, is a book about

conversational reframing methods that any individual can use in his or her interactions

with others. This book presents a model for the structure of meaning and how to

intentionally shift and change meaning in twenty-six different ways. Based originally on

the NLP "sleight-of-mouth' patterns, *Mind-lines* goes further as it uses the meta-states

model for analyzing and playfully transforming meaning.

> "The most fundamental goal of applying the verbal patterns of
> Sleight of Mouth is to help people to shift the perspective.
> 1) Form a problem frame to an outcome frame,
> 2) From a failure frame to a feedback frame, and
> 3) From an impossibility frame to an 'as if' frame. "
> (Robert Dilts, 1999, p. 25).

Mind-lines introduces a person to the seven directions you can send you brain in

any analysis, and twenty-six reframing patterns for altering semantic reality. These

language patterns offer a way for an individual to increase their own understandings

about how the various lines of the mind operate. The basic use of the process involves

framing and reframing and is fashioned for the purpose of altering perceived neuro-

linguistic reality. This enables someone to transform the external expressions of our emotions, behaviors, speech, skills, relationships, etc. into a certain response mechanism, which will then be used to execute change in a person's personality or reality.

There is magic in the use of language is that will allow an individual to set new frames and to also play around with existing frames. We can continue to do so until we find the frames that result in the most beneficial outcomes that we desire for others and ourselves. Such references may be real and historical; personal or impersonal; conceptual, like beliefs; imaginary, like expectations; realistic or unrealistic; etc.

Mind-line introduces language patterns that provide more understanding about how we can affect the life of individuals around us. These patterns empower us with more flexibility of behavior necessary to more effectively manage or control a given interaction. Ultimately, the secret in moving a person in the direction we desire involves having an enjoyable conversation with a person and playfully transforming meaning.

> While the techniques of these wizards are different, they share one thing: they introduce changes in their clients' models which allow their clients more options in their behavior. What we see is that each of these wizards has a map or model For changing their clients' model of the world, i.e. a metal-model which allows them to effectively expand and enrich their clients' model in some way that makes the clients' lives richer and more worth living."
> (Richard Bandler, John Grinder, 1975, p. 18)

Hypnotic Language Patterns

This is a method of speaking that allows a person to use language that is artfully vague so that another person who is hearing the words can give them meaning that is appropriate for the listener. An individual has successfully paced another verbally when the listener accepts the descriptions as part of his or her ongoing experience.

This technique of persuasion is used to pace and then lead a person's reality, and its purpose is to distract and utilize the conscious mind, and lead it in the direction that the speaker wishes to influence the listener. This can be very helpful as in a therapist-client relationship, and possibly less than desirable in professions like sales, religion, and politics, where the strategy could be a propaganda manipulation technique if used unethically.

This indirect way of communicating avoids the issue of resistance to a large extent on the part of the listener, which can then leave the listener open to influential programming in many directions that may be desirable or undesirable. Communicating in this way also engages the client at the subconscious level of communication, while simultaneously occupying the conscious mind to prevent it from using its critical judgment factor, which leaves the listener open to suggestion in the process of trance induction. There are two general categories of descriptions, which will be effective:

1. Descriptions of the client's ongoing, observable experience.

2. Descriptions of the client's ongoing, non-observable experience.

There are many of these hypnotic patterns listed in "Appendix C" of this research paper and found in the book, *The Structure of Magic*, (Richard Bandler, John Grinder, pp. 211–212)

Presuppositions

Presuppositions are a major focus of study for those who are interested in linguistics, because of the power that the presuppositions possess. The material is very complex, but one is able to get an idea of the techniques of this natural language

phenomenon with use. When you use presuppositions, you are able to make a speech and have basic assumptions contained in the statements accepted, unconsciously and automatically as being true. It can be a real test of intuition and skill to recognize these statements when these common syntactic words are being used effectively.

Presuppositions are powerful, because we tend to focus on the outermost layer of meaning, and we overlook what is really being said deep inside the sentences. At the normal pace of conversation, the presupposition slides past our immediate awareness, and we get confused about what we really believe. Presuppositions relate to unconscious beliefs or assumptions embedded in the structure of an utterance, action, or another belief, and are required for the utterance, action, or belief to make sense.

The real power of using presuppositions comes from your ability to use three or more of them together, because it is nearly impossible for whoever you are speaking with to not accept the embedded assumptions and think, believe, and do as you ask. The presuppositions and example are found in "Appendix A" of this research paper and also the book *Patterns of the Hypnotic Techniques*. (Milton Erickson, 1975, vol. 1, pp. 257–261)

<div align="center">**Conscious Mind**</div>

The conscious mind is considered the part of the mind that we think with whenever we are not sleeping. It is the part of our brain that is thought to be awake and responsive to some type of stimuli, and then it makes choices that are thought to be deliberate and done with critical awareness. Whenever we find ourselves alert of and interested in a specific topic, we are relating to this part of the conscious mind that is capable of

thinking, choosing, or perceiving. It is also aware of our feelings, thoughts, and its surroundings.

The conscious mind is actually quite wonderful and has many powerful benefits. It is single tasking and is focused on one thing at a time, such as details, facts, figures, time sense, or content. It is the part of the mind that seems to be in control of our experience in this physical reality. The conscious mind is what makes the arrangements for a person to make any task happen in their lives, like finding food, doing chores, meeting appointments, and working.

The conscious mind is also responsible for the creation of science, philosophy, math, etc. Overall, it makes the decisions that determine what our experiences are, because it plays an important part in the programs that the subconscious mind accepts.

Subconscious Mind

The subconscious mind is connected with automatic functions that are always present in your mind without you really being aware of them. They are (sub) below your awareness. This mental activity is not directly perceived by your conscious mind, but memories, feelings, or thoughts that can influence your behavior without you realizing it originate here. This part of the brain manages all the functions in the body, like your heartbeat, breathing, automatic responses/behaviors/reactions that are beyond the capabilities of the conscious mind to manage.

In doing all these things, your subconscious mind—the subconscious part of your mind that does your behind the scenes thinking—is working hand-in-hand with your conscious mind. Your subconscious mind accesses the vast reservoir of information that lets you solve problems, construct sentences, or locate your keys. It puts together plans

and ideas and runs them by your conscious mind. When a new idea comes to you out of the blue, it is because you have already thought through the process subconsciously.

The subconscious mind is much more powerful than the conscious mind, because it is multitasking and is ultimately in control. It is able to do many things at once and process them all at the same time. Driving a car is a perfect example. While you are driving a car, you are accomplishing many things at once like; seeing, steering, determining speed, manipulating pedals, looking in the mirror, talking or listening, thinking, breathing, etc.

When you attempts to change something in your life, the subconscious is actually the part of the mind that makes this change, because it is in control of the automatic processes that the brain needs to go through to accomplish the change and use to function. In order for the subconscious mind to take changes seriously, it has to see that there is energy, effort, emotion, and engagement involved.

The primary job of the subconscious mind concerns the safety, security, and survival of the individual. The subconscious mind is always trying to protect you. If you go out and really put energy into the changes you would like to make, at first, your subconscious is not going to want to change. It is going to say, "No, no. no! I want you to go back the way you were." But after a while, if enough energy and effort is put into the goal of changing something, the subconscious mind will realize that this achievement is now part of your safety and survival position.

In short, your subconscious mind is the real brains behind the operation. It does most of your thinking, and it decides a lot of what you do. When you are awake, your conscious mind evaluates many of these thoughts, makes decisions, and puts certain ideas

into action. It also processes new information and relays it to the subconscious mind. But when you are asleep, the conscious mind is out of the way, and your subconscious has free reign over all activities.

You need to know how the conscious and subconscious minds works in order to effectively create all the things in your life that you desire. Without this knowledge of the structure of how we think and process information for any type of change, wanted or unwelcome, you will be limited in your ability to manifest what you desire in an orderly fashion.

> "Each person is at each moment capable of remembering all that has ever happened to him and of perceiving everything that is happening everywhere in the universe. The function of the brain and the nervous system is to protect us from being overwhelmed and confused by the mass of large useless and irrelevant knowledge, by shutting out most of what we should otherwise perceive or remember at any moment, and leaving only that very small and special selection which is likely to be practically useful." (Aldous Huxley, 1954, p.22-23).

CHAPTER 5

THEORY OF THE MIND

The Roles of the Conscious and Subconscious

Although they are impossible locate inside the brain, every individual has a

conscious and a subconscious mind, and they are not equal in their roles. They have

different responsibilities and unique capabilities. The better people are able to

communicate clearly between these two aspects of the mind, the more they will find that

their lives flow smoothly and effectively.

Assume you have a conscious mind. It is the rational wide-awake and alert part of

you, the problem solving part of you. It has what we call rational or logical behavior.

This does not mean the subconscious is not logical, it just means the logic of the

conscious mind is exposed. You can examine and modify it. The conscious mind has

certain roles and responsibilities. It is there to pay attention and to direct our conscious

thoughts. You use it to solve your problems and to identify patterns throughout your day.

It is the part of you that has a time sense.

When you make a decision to do something, it is your conscious mind that is doing

the thinking. A lot of people think that if they can only be conscious, as opposed to

driving along on autopilot, they will make fewer mistakes in their lives. This is not really

true when a person take certain things into consideration. If an individual thinks back to

every wrong decision made in his or her life, that person would discover that he or she

was wide-awake when the decision was made.

There is also a rational part of your conscious mind. The function of the rational

part of your conscious mind is to give you reasons why you do the things you do. Did

you ever notice that you could always come up with logical, rational reasons for why you do the things you do? We call this rationalization. The only problem with this rational reasoning is that even though it's logical, most of the time it's incorrect. This is because the true motivation for our behavior and responses comes from a deeper part of the mind that we just don't have easy access to with the conscious mind.

When you use your will power to motivate yourself, what is typically happening? You have a voice yapping at you, "Today it is going to be different. Today I am trim, slim, and becoming healthy in every way." Then a person will find him or herself eating something that totally goes against his or her diet. It really does not appear that an individual can use their willpower to create effective and rapid change because lasting change happens in the subconscious mind. If you ask a person to sum up all of his or her will power to not do something, like, "Do not think of an elephant," what always seems to happen? A person will see a pink elephant, and he or she will see it instantly inside the mind's eye. An individual's willpower is basically the conscious mind talking to whoever will listen. To visualize the power exchange and the roles between the conscious and subconscious minds, imagine a glowing object the size of a pea (your conscious mind) and then imagine a continent the size of America (your subconscious mind).

When we consider all the traits and habits of our thinking systems, we will discover that the subconscious mind is actually the one in charge. The subconscious is wide-awake all the time, even when the conscious mind is asleep. The subconscious is recording everything that an individual thinks, says, and does in their entire lifetime. All of the thoughts, feelings, and experiences are recorded like a perfect movie of life by the subconscious mind and this information can be accessed through altered states.

One of the jobs of the subconscious mind is to be the guardian of permanent memory. It uses the information from the past as a historical record. Another thing the subconscious mind does is to determine what is appropriate for an individual and what they deserve. The subconscious mind refers to experiences in the past in order to figure out what is appropriate in the present. The subconscious mind creates and controls all of your emotions. Emotions are not real in the sense that and are intangible and cannot be physically located. I cannot borrow a bucket of love and bring it back tomorrow.

Many individuals have had the experience of an emotion welling up inside them, and a little while later in goes away. It came out of nowhere, and then it goes someplace. It is the subconscious that provides a person with memories and emotions. It makes available individual physical sensations, and it creates everything that we call emotions, When it is finished, it just lets those memories and emotion go back into storage to be retrieved later if necessary.

The most important thing the subconscious mind does is to protect the conscious mind and physical body. The protective aspect actually has a very straightforward behavior. This means that the subconscious mind will in fact spend all of its time, twenty-four hours a day throughout a person's whole life, trying to help them and protect them from pain. That is the job of the subconscious mind and is all that it wants to do, just like a perfect personal assistant. It wants to make you happy and satisfied, but there is a catch.

Most of the exposed irrational and logical responses lie in the conscious mind. Because the subconscious mind creates and deals with emotions and is not literal, it also deals largely with symbols. It is capable of doing things entirely on its own. It does not have to ask for permission, tell the conscious mind what is going on, or explain what it is

doing. It, in effect, acts as a separate entity within. The conscious mind only controls an individual's conscious awake thoughts. The subconscious mind controls the body, is wide-awake at all times, and controls most of the functions within a person's life. It uses all of the functions and senses of the body to complete any task. It executes everything perfectly until the conscious mind decides to change the desired outcome.

The subconscious mind may decide to do something to benefit the person, even if it appears that thing may not be congruent with the person's conscious desires. How is it possible for this to happen, since both aspects of the brain are residing in a person and in close proximity with the "self"? This is possible because confusion becomes known or disclosed when communication is not clear and that is why it is necessary to establish a clear exchange of information to create the results one wants in their life. At the level where the conscious and subconscious mind is communicating clearly, the problems do not exist.

It is easy to talk to the subconscious mind, and everyone has been talking to it all of their lives. People often communicate with the subconscious in unhelpful ways and install pathological states. Every one of us has been a bad hypnotist many times throughout our lives. We have told ourselves that identity and behavior is the same thing. For example, there have been times that we have said we were angry, yet this does not make any sense. It is not possible for an individual to be the personification of anger. A person may feel anger and think they are a part of anger, but no one made them feel it except themselves and they can also can choose not to feel the anger. All of us have given ourselves bad suggestions suggestion at one time or another such as 'it is their fault, they made me feel this way.' It is easy to talk to the subconscious mind, because the

subconscious is eager to receive input from us since it wants to be helpful in the creation of what we desire in our lives. It desires to perform whatever you want it to do as long as the instructions are clear. We mess up by giving instructions to the subconscious mind but not paying attention and listening to what it has to say in the form of dreams, symbols, intuitions, and impulses.

We have been getting in the way of the subconscious mind by instructing it what to do by the method of direct commands. An individual cannot boss it around with affirmations very effectively because change will happen but usually not very quickly. One can modify personal habits much quicker with various hypnotic methodologies.

The subconscious mind is extremely impressed by effort and not by desire. For example, many people often hope for something to occur in their life, but will not make any physical effort to accomplish the task, so in a sense it is much like being in a dream. When we finally get off the sofa and do something, we find the things that we want starting to appear in our lives. Hoping gets a person nowhere except to experience a wonderful daydream. The subconscious will not respond to fantasy and it does not respond to wishful thinking. It responds to effort and working on goals and is not willing to do anything if an individual is not putting out effort in order to retrieve the objects they want to obtain.

People seem to believe in magical thinking because they keep thinking that change happens outside of themselves instead of internally. It is kind of like the way that many people visualize seeing a particular outcome that they desire in their lives. When someone sees a desired outcome, does that individual see him or herself inside the picture, or does the person find him or herself seeing through the eyes of another's

individual, feeling, smelling, hearing, physically moving, and experiencing all of the sensing sensations involved in the scene? It is mentioned in many NLP books, that if someone is visualizing and seeing a picture of his or her body, then that person is doing magical thinking and is unlikely to receive the desired outcome since the benefit is within the kinesthetic sensations of the picture. It means that the power is somehow outside yourself and that all you have to do is follow a certain pattern or ritual and life will be wonderful. If an individual is inside the picture doing the experience, the experience has a much greater chance of happening.

The subconscious mind, in fact, will take the experience of a daydream and think it was a nice treat but only understand the visualization as a dream. Since the subconscious uses a method of deduction reasoning in it's thinking, if someone has a history of messing up constantly, it will accept it the daydream as a fantasy and deduce that the individual will still continue to create problems for him or herself. Trying does not work since it is a response that someone will use when they are mentally uncertain of the outcome.

Failure can be disappointing and embarrassing with the risk of a financial loss. The way out of having to take the risk and security of "hurting our feelings," the subconscious will not accept the goal as a serious effort to accomplish. This means that an individual is limiting the downside possibilities of disappointment. When a person does that, everything they do and set out to accomplish includes a clear set of instruction to their subconscious mind that it is not a serious endeavor to achieve something. We tell our subconscious that we are heading into a situation where there is a possibility of a success and also the possibility of failure, which makes our subconscious look into the

past history of our lives. The subconscious tends to give a person what that person has rehearsed in an earlier period instead of what is intended in the present. The past history of how and individual performed is all that is real to the subconscious. It looks into the historical record and compares the possibility of success and failure against each other. If there is a record of lack of effort and failure, the subconscious will discover that the conscious mind takes the easy route, so that is what a person will get unless the conscious mind is able to create a new programs of success.

In the book *Prometheus Rising*, Anton Wilson often repeats that "What the thinker thinks, the Prover proves." (Robert Anton Wilson, 2004, p. 28) This is an interesting way of saying that if our conscious mind thinks and believes in something strongly enough, it will create things in our physical reality to observe and feel, to prove that our original thoughts, frames, and beliefs are valid. "All that we are is the result of all that we have thought. It is founded on thought. It is based on thought." (Robert Anton Wilson, 2004, p. 23, Budda, *The Dhammapanda*).

The awareness of what is going on in the world around us is developed by the; frames, beliefs, actions, and habits that the conscious mind accepts. This awareness is then installed into the subconscious mind through deductive reasoning. The type of thoughts that we have accepted into our minds and the congruency and likeness of our actions will determine the final results we receive from our mental images.

Models of Beliefs

One of the biggest surprises that students of transpersonal psychology and NLP will discover as they go through their studies is a probable transformation in relation to their own models of belief. It is not really possible for an individual to immerse him or herself

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in an investigation into the mind and how it works without discovering a remarkable difference within him or herself when comparing the before and after of how they think and act. Much of this change occurs because the references that a person uses to understand the past have been altered. Any time we study any subject that is unknown and we accept new ideas, our frames and beliefs about how we view the world around us shifts into another perspective.

People are always in some type of trance state. We all build a model of beliefs from the sum of all our experiences and use those frames to interpret the world around us. In the past, you have taken that model of belief and acted as if that was your life, acted as though it was the world. In fact, it is just an arbitrary set of beliefs, understanding, perceptual filters, and you have been trained to think that is how the world works. Once you break an old frame of reference or way of thinking, you cannot go back to the person you once were.

Belief systems have psychological consequences and we are constantly restructuring what is possible and what we believe is true. The first step is to understand that what you have believed to be true about your life and the world around you is nothing more that an arbitrarily chosen set of beliefs. You may have been told these things by people who love you and whom you trust, or these things may have been demonstrated by the actions of people who usually have no idea about the structure and process of the mind.

It is important to recognize two things: Everyone is most likely asleep in the sense that they do not understand how the mind works, and it is not really their fault because they have not been taught the processes of the mind. A person's reality is both his or her

responsibility and problem. Each person is in control of his or her own mind and can do whatever he or she wants, and nobody else cares because they are focused on their own internal mechanisms. There are no thought police that is able to control the thoughts that go through a person's mind. A person can have as much pleasure, gratification, and success, as he or she could ever possibly want. The bad news is that everything an individual has messed up, he or she has messed up. Each person is basically responsible for all the decisions they have made and for just about everything else that has happened in his or her life.

There are no rules that define what we actually do with our life; there are only actions and consequences from our actions. It is an individual's responsibility to think through what her or she wants in life and how to get it. After a person has succeeded in getting what he or she desires, if that person can live life with the consequences, then they can enjoy the fruits of their labor. A person might find out that things have gotten even better than he or she has ever experienced or thought possible before.

It is very easy to think the frame of reference that we are working on is in fact reality. For many of us, reality is what is happening inside the fantasy of our own heads. Most of us go through life without checking out the things that are really most important to us. We research our cars, investments, entertainment, but we never apply that detailed investigation on the philosophy of who we are as individual beings. The past is not a reliable indicator of our future, because the past is over and those memories and experiences no longer exist except as a frame of reference. What we think we have always been is not who we are now, since we are changing on a daily basis, even if the change is beyond our awareness.

It is important to own your own sense of self instead of having it imposed on you. Once you learn to step outside yourself, the artificial sense of self, you will find that all belief systems appear to be irrational and arbitrary. To some people this would be very liberating. If I can believe any fool thing that I want, because all viewpoints are basically arbitrary and irrational, then I can believe the things that will allow me to get what I want. I can believe the ideas that will give me the skill and resources and abilities necessary to get that which I need in my life, and in such a way that it brings me absolute gratification. An individual will usually want a belief system that opens up opportunities and choices.

I may hold as my frame that good things are going to be happening to me all the time. In order for this to happen, it means that I have to abandon the attachment to the outcome. Getting distracted by the outcome stops the process of creation. When you focus on outcome, even the ones that you have already gotten, it means you are either upset because you did not like the outcome or you are tremendously qualified because you do like the outcome. In the meantime, you have gone fast asleep wallowing in the glory of the moment forgetting about working on changing, growing, and developing. Maybe the reason you are getting too focused enjoying the grandeur of successes is that you still think accomplishment is an exception in you life. [I understand why the attachment to outcome gets in the way, but I don't think a reader who has not heard this before will understand from this explanation. The connection between believing only good things will happen and attachment to outcome isn't clear.

If achievement is happening all the time, it is very likely you will wake up in the morning knowing you are going to succeed yet again today. When we concentrate on the

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process of waking up and exerting influence in our life, we discover that good incidents begin to happen and the bad experiences tend to go away.

A law is a rule or pattern or process that if laid down in such a way that if you were to do it to the letter, then in fact you would get the desired result. That is the kind of thinking that one may call magical thinking and it is not really a compliment. If someone does this process they are missing the whole point. They have put the power in the rule, in a procedure which is an interesting experience, but not tremendously useful when trying to create reality or goals in a useful way.

Laws of use imply that the universe is made up of many examples and experiences and that is available while we are in the physical realm, like integrating the tools of NLP into one's personal live just to observe the internal changes. The universe is here to present us with a buffet of endless possibilities to see what, in our zombie-like state, we going to respond to today. Laws of use suggest that everything we plan to experience, we do so without prejudging the outcome, because if we do that means that we are slipping into our old model of beliefs. It is not really possible for a person to make judgments in advance of the facts? When we take responsibility for what we choose to create out of all these opportunities we experience, we tend to bring self-confidence and power back ourselves.

Waking up to what your model of beliefs is can be a very disturbing experience. Once you start to go out and behave in ways that are utterly unlike what you have done before, you will find that you are causing a lot of people to be uncomfortable, but not for the reasons that you would expect. The negativity that you receive is not going to be from the people who you do not know. The people who know you, your friends, family, and

co-workers, are having their own sleepwalking experiences around you, and they have to change because you have broken their model of possibilities. If you change and your life gets better, the people around you become profoundly unsettled, because they have to alter their perceptions about whom you are. Many times they will begin to think that you feel that you are better than they. We use models of possibility, so we do not have to think about every incident that happens in our lives, which would be a time consuming and nerve-racking task. The tendency of the mind and the body is to be asleep and at rest. Given half a chance, it will return to the resting state, physical in terms of doing nothing and mental in terms of not thinking about those things that ought to be examined in our lives.

You can play with your frame of reference since beliefs are only tools that we use to function in the world. The thought and ideas that we have are there for a reason, because beliefs become real and have a genuine impact when you couple a thought with an emotion. If you have strongly held beliefs, no matter what they are, you are going to be more stable and happy than people who do not. When you have a profoundly powerful set of beliefs and choose what you use as guidelines, then you tend to experience a decrease in stress by not constantly having to make decisions. When you start constructing belief systems that work properly, you will find that it becomes very difficult for people to slap a label on you if you can alter your beliefs at will. It is to be expected that individuals want to create belief systems and frames of mind that open up opportunities and offer pleasant experiences.

> To every transaction between individuals – whether it be between friends, lover, parent/child, patient/therapist – each person brings with him/her a set of belief systems, or inner maps. I believe that most of these belief systems are

effective and enable individuals to obtain their desired goals. However, some of these belief systems may be less that effective, and may lead to painful destinations. The individuals who come into a therapist's office seeking help, also bring with them a whole history, a whole background, a whole set of beliefs systems. Most of these belief systems are constructive and useful – otherwise, those individuals would not have survived long enough to seek help. But, in areas in which they are evidencing pain and dysfunction, their belief system, in that area, is either "the problem" or prevents them from finding the solution. (Steven Heller. Ph.D. & Terry Lee Steele, 2001, p. 45).

CHAPTER 5

HEURISTIC INQUIRY

Methodology: Heuristic Study

Heuristic research is done using the methodology of an organized and systematic outline for investigating human experience. Moustakas clearly illustrates how heuristic concepts and processes form both the components of the research design and the basis for a methodology. The mechanics of how heuristic inquiry works in practice are discussed using a step-by-step approach. Moustakas carefully describes various applications of heuristic research, the phases of heuristic research, and how to analyze collected data. "Heuristics is a form of phenomenological inquiry that brings to the fore the personal experience and insights of the researcher." (Michael Patton, 1990, p. 71)

Heuristic research "refers to a process of internal search through which one discovers the nature and meaning of experience and develops methods and procedures for further investigation and analysis." (Clark Moustakas, 1990, p. 9) More specifically this relates to research that encourages students to learn by their own investigation, which is a core principle of usability. The answers are not provided, but are researched and learned each time by observing the users in action.

Heuristic inquiry is a form of scientific research that uses qualitative methods in order to understand the deeper, underlying meanings of experiences that cannot be measured. The heuristic process is a way of knowing, which begins with a question or problem that is a personal challenge or puzzlement to the researcher. This is an open-ended process that involves "self-search, self-dialogue, and self-discovery: the research

question and the methodology flow out of inner awareness, meaning, and inspiration."
(Clark Moustakas, 1990, p. 11)

The basis for heuristic methodology is Michael Polanyi's description of tacit knowledge and his belief that "all knowledge is either tacit or rooted in tacit knowledge [making] a wholly explicit knowledge…unthinkable." (1969, p. 144) Contrasted with positivist approaches, heuristic research is perspective seeking rather than truth seeking. Polanyi explains that his definition of reality implies the presence of an indeterminate range of any knowledge bearing on reality. "Having made a discovery, I shall never see the world again as before. My eyes have become different. I have made myself into a person seeing and thinking differently. I have crossed the gap, the heuristic gap, which lies between problem and discovery." (Polanyi, 1962, as cited in Clark Moustakas, 1991, p. 56)

As described in Moustakas book, the heuristic research method allows for holistic collection of data. It engages and employs the researcher's personal attributes of understanding, insight, and interpretation. Specifically, it relies on the tacit knowledge of the individual researcher during which the totality of the researcher becomes fully immersed in the study. The topic of research is studied and interpreted from an axis of tacit knowledge within the researcher. There is no pretense of an objective, unbiased observer who is separate from the observed. Every aspect of the researcher's humanness is called upon and utilized in the form of tacit understanding.

Heuristic Research

According to Clark Moustakas, there are seven essential tools and processes in a heuristic research as described in his book (Clark Moustakas, 1990, p. 15–27). This

structure helps to provide and individual with an organized method to discover knowledge and implement changes within an individual.

Identifying with the focus of the inquiry. "Through exploration, open-ended inquiry, self-directed search, and immersion in active experience, one is able to get inside the question, become one with it, and thus achieve an understanding of it." (Clark Moustakas, 1990, p. 15) In the beginning, the inquiries may be more verbal, and the questions will gradually become more specific, directed by the thinking processes. But in time, the inquiry takes on a feeling-tone, the feeling of a search through darkness to where a feeling leads to an image and then to another and another, until an image, feeling, and the meanings are finally found and addressed.

Self-dialogue. "One begins the process by entering into dialogue with the subject matter, allowing the phenomenon to speak for itself, revealing its qualities and its particular voice and story." (Clark Moustakas, 1990, p. 19) The objective of the questioning is to discover what personal beliefs are attached to the feeling and to discover how to integrate feeling and conflicts or how to make shifts and changes in those internal belief systems. It might be useful to visualize this as a process of finding parts of the self "stuck" in the past experiencing a painful feeling and trapped by the meanings and beliefs attached to that feeling. This exploration process might begin by asking, "What I am experiencing in my body this very moment as I visualize whatever I am dealing with?"

Tacit knowing. "We know more than we can tell." (Clark Moustakas, 1990, p. 4) It is the ability to sense the information about something from having an understanding of the individual qualities or parts. "Tacit knowing may contain also an actual knowledge that is indeterminate, in the sense that its content cannot be explicitly stated." (Clark

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Moustakas, 1990, p. 141) If we have been cut off from experiencing our feelings, for

whatever reason, we may need to be reintroduced to this experience by becoming aware

of our feelings of resistance. It is also possible to experience multiple, as well as contrary,

feelings regarding the same experience, which can create mental and emotional

confusion. If this is the case, each of the feelings must be acknowledged and experienced.

Intuition. Tacit is the realm where something is understood or implied without

being stated openly and acts as an expression of intuition. This is a state of knowing

something without actual evidence through logic or reasoning, and intuition increases in

sensitivity with use and acknowledgement. If a person surrenders to whatever feelings are

felt, by not trying to dismiss them, dissociate from them, or deny them, it is possible to

become aware of the self that experiences the feelings, to discover the personal belief

systems and behavior responses that create the life that the self experiences.

Indwelling. Moustakas describes indwelling as "the heuristic process of turning

inward to seek a deeper, more extended comprehension of the nature or meaning of a

quality or theme of human experience. The indwelling process is conscious and

deliberate, yet it is not linear or logical." (Clark Moustakas, 1990, p. 24) Indwelling

requires an intense focus on the information for a period of time. There seems to be one

simple requirement, which is a willingness to surrender to experiencing difficult feelings,

something that many humans seem to be so very good at resisting. There are steps in the

process of working internally, but the movement through these "steps" is not necessarily

sequential; however, most aspects will likely be present in any given process.

Focusing. Clark Moustakas (1990) referenced this term from Gendlin (1978) who

used it as a therapeutic tool. This process involves tapping into a thought and feeling to

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illuminate and clarify an inquiry. "Focusing facilitates a relaxed and receptive state, enables perceptions and sensing to achieve more definitive clarification, taps into the essence of what matters, and sets aside peripheral qualities of feeling." (Moustakas, 1990, p. 25) Completing the steps cannot be the focus of the inquiry. If they are the focus, surrender has not happened and a Heuristic Self-Search Inquiry is unlikely to take place.

The internal frame of reference. Clark Moustakas mentions, "Only the experiencing persons—by looking at their own experiences in perception, thought, feeling and sense—can validly provide portrayals of the experience." (Clark Moustakas, 1990, p. 26) This is very similar to being a meta-detective in which an individual has the ability to step aside from thinking and feeling to recognize thoughts and feeling, and all of their layers. "Phenomenology focuses on the appearance of things, a return to things just as they are given . . . is concerned with wholeness, with examining problems or questions from many sides, angles, and perspectives until a unified vision of the essence of an experience is achieved . . . seeks meanings of the things that appear before us . . . is committed to descriptions of experiences, not explanations or analyses . . . is rooted in questions and topics which give direction and focus to inquiry and in themes which awaken further interest . . . is characterized by subject and object being integrated. What I see is interwoven with how I see, with whom I see it, and with whom I am." (Moustakas, 1990, p. 21)

Six Phases of Research

In his book *Heuristic Research*, Moustakas sets out the "designed six phases of research to help guide the unfolding investigations and comprise the basic research design." (Clark Moustakas, 1990, p. 27)

Initial Engagement. The researcher begins by looking inward to discover the question that the individual has a need to answer. The formulation of a research question should embody a phenomenon of human experience and seek to reveal its essence. It should seek to discover qualitative rather than quantitative aspects of the phenomenon. It should not seek to predict or establish causal relationships. Most importantly, the question should passionately engage the researcher's whole self. To perform heuristic inquiry the researcher must "have personal experience with and intense interest in the phenomenon under study." (Michael Patton, 1990, p. 71)

Immersion. The researcher draws from any and all experience to gain insight into the question, including interactions with people, places, things, meetings, readings, nature, self, hunches, dreams, intuition, and so on. This concept expands data sources to virtually anywhere the topic is reflected. Moustakas writes that the researcher "pursues intuitive clues or hunches, and draws from the mystery and sources of energy and knowledge within the tacit dimension." (Clark Moustakas, 1990, p. 28)

Incubation. At this point, tacit knowledge and intuition begin to make connections between the data and the research question, enabling the researcher to reach the next stage of development. This is a period that Moustakas describes as "a process in which a seed has been planted; the seed undergoes silent nourishment, support, and care that produces a creative awareness... or a creative integration." (Clark Moustakas, 1990, p. 29)

Illumination. This is the breakthrough stage and is a period in which new understandings emerge. The core of this experience is then described in depth by the researcher in an attempt to depict the essence of the phenomenon.

Explication. This stage allows the researcher to envision the question as holistically as possible. It is a time for the researcher to venture deeper into the component pieces and the order or sequence of the various layers. The purpose of this phase is to fully examine what new pieces of knowledge the researcher may gain from fully digesting the information.

Creative Synthesis. Lastly, the researcher attempts to express the findings in the material into an understandable meaning. The quest is completed when one has an opportunity to tell one's story to a point of natural closing. The researcher permits an inward life on the question to grow in such a way that a comprehensive expression of the essences of the phenomenon investigated is realized.

Although the stages generally proceed from immersion, incubation, and focus shifts to illumination and completing the whole process, the stages often overlap and loop. The methodology's reliance on tacit knowledge requires that the research data filter through, and at the same time, become a part of the researcher, so focus stages will vary in scope and intensity. The heuristic design is very much a personal quest to find individual understanding of the studied subject's essence. This method can provide an element of personal understanding of a local event that is less a universal truth than a unique individual perception of a moment in time. Heuristic research is not non-research or anti-research, but it does provide additional ways of knowing. "The significant problems we face cannot be solved at the same level of thinking we were at when we created them." (Michael Hall Ph. D., 2000, p. 162, Albert Einstein)

Heuristic Research Experience

After reading the *Heuristic Research Method*, I discovered that I have used the different stages of this research method many times over the past fifteen years of my life. It would have been beneficial to have had an explicit approach to investigating intense areas of interest and would have made my research efforts more efficient in the past. The theoretical aspects of this process will be very useful to me for future studies, and it will be useful for others.

When I graduated form San Diego State University in 1998, I was looking forward to exploring many different subjects that held my interest, or to "following my excitement," as I prefer to say. The areas of study that I usually researched are found in the metaphysical, psychology, paranormal, energy medicine, history, and the unexplained.

From this initial engagement, if the topic continued to hold my curiosity, I would naturally proceed to a period of immersion where I would find myself needing to understand the information that I was acquiring. Many times throughout my life, I have had friends thinking that I was losing my mind because I was indwelling into the tacit part of my investigations. Investigating NLP over the past four years, I have certainly found myself continually immersed in the subject. This is like the initial stages of Mind-line in "Exhibit B," where an individual uses step number one, "Specifying the Magic," and step number two, "Detailing the Magical Strategy."

Many times in the immersion stage I would completely stop reading or contemplating the subject, allowing all of the information to simmer and integrate. During this period I would often receive intuitive and tacit answers to clarify many of the

inquiries that were indistinct and unavailable at the earlier stages. I especially found the ability to interpret dreams an extremely effective method of revealing these insights from the subconscious mind. NLP, with its enormous amount of information, has often left me in this state of engagement waiting for the reflection of a new idea to present itself. Using mind-lines "Exhibit B" as a reference, I would use step three to look at "Reframing the EB (external behavior)," and step four, "Reframing the IS (internal state)" to help clarify my own desires.

The illumination stage of the heuristic research reminds me of the term reframing that is used in NLP. Reframing is the process of presenting an event or idea that is different from an old belief or frame and subscribing to it. A new awareness emerges from an old understanding that has been modified. This appears to be a stage that cannot be avoided by any individual who studies any subject related to transpersonal psychology. Change is a continuous phase I have found I go through in order to experience the deep illuminations where fragmented knowledge is consolidated. In "Exhibit B," counter-framing mind-lines step five, "Reflexively apply the External Behavior," step six, "Reflexively apply the Inner State," step seven, "Counter-Example," step eight, "Positive Prior Intention," and step nine, "Positive Prior Cause" would be used to check the new frames to investigate and determine if they are true.

Mind-lines is a creative method of explication, and I have outlined the structure of the process in 'Exhibit B." This process allows an individual researcher up to twenty-six possible angles to indwell on a specific principle in order to reframe it if necessary. I have personally found mind-lines to be an essential method of systematic thinking for me that I constantly use in my life, especially during intellectual debates. Its provides a

process that enables someone to venture deeper into the many layers and viewpoints, and to contemplate an inspiration. The mind-line's steps ten to twenty-six have been successfully used to gain further insights into this meta-stating process.

Creative synthesis is the point when I have finally come to accept a certain frame that already contains many beliefs. Although the integration of personal knowledge incorporates into a new frame of reference, my personal view is even that model of belief may contain loops that may lead back into a new information process and inquiry research years after a original synthesis has been completed. Many times within my studies of NLP, I have realized my prior understanding of a subject did not consolidate information that was not available in a prior research. This has made me realize that a search for wisdom is a never-ending process and may eventually require someone yet again, to reflect upon an earlier experience.

All the phases of the heuristic research method have given me new tools and ideas for a structured process of contemplating a compelling topic. I realized that those stages have been used throughout my life, and that I now have another organized method of investigating researching projects to reveal the known and the unknown.
"Man is ignorant of the nature of his own being and powers. Even his idea of his limitations is based on experience of the past. There is therefore no reason to assign theoretical limits to what he may be, or what he may do." (Robert Anton Wilson, 2004, p. 217, Ales Crowley, *Magick)*

CHAPTER 7

RESEARCH AND ANALYSIS

Analysis and Decisions

Individuals do not have the time and resources to analyze all the necessary data to

make perfect decisions within their daily lives. Usually, quick conclusions are made

based on the internal representation of how they code and represent information in their

minds and upon the aggregate of all of their experiences and knowledge. Rarely does

anyone sit down before a table of facts and test possible decisions, weighing them pro

and con, then choosing the most logical and rational explanation in the process of

analyzing the frames, regardless of what he or she previously believed. The majority of

people do not have a frame analysis method or do not even realize that there are tools

available to help us make the variety of decisions we face on a daily basis.

Most of us, most of the time, come to accept our beliefs for a variety of reasons

having little to do with empirical evidence and logical reasoning. Rather, such variables

as genetic predisposition, parental preference, sibling influence, peer pressure,

educational experiences, and life impressions that are shaped by our personality

preferences, in conjunction with numerous social and cultural influences, are what lead us

to our accept certain beliefs. As we sort through any body of data to determine the frames

of reference to understand something, usually we select those ideas that conform to what

we already believe, and ignore or rationalize away those that do not.

NLP is a model individuals can use to structure their unique experiences of life. It

is only one way to think about how we organize the fantastic and beautiful complexity of

human thought and communication. It is a set of models, skills, and techniques for

thinking and acting effectively in the world. NLP also covers many of the most useful

tools, patterns, and techniques in a way that the tools will be readily available for

changing our lives.

> The field of neuro-linguistic programming addresses these central
> questions about how we operate and what mechanisms make it so. NLP
> also offers insights, models, and technologies for "running your own
> brain" more efficiently, effectively, and "magically." (Hall, 2001, p. 23)

This dissertation will give a description of how NLP can help an individual gain

many insights into how people think, and the changes that are possible from the many

choices we can make concerning what we want in our professional and personal lives.

NLP represents an attitude of mind and a way of being in the world, which will help us

choose well and make good decisions. The first step in using NLP is to find what is

useful and what works by trying out the different techniques. "Reasonable men adapt

themselves to the world. Unreasonable men adapt the world to themselves. That's why all

progress depends on unreasonable men." (George Bernard Shaw quoted in O'Conner &

Seymour, 1990, p. 15).

Technology is Neutral

NLP contains many tools that can help to create rapid and effective change within

others. The instruments of transformation are neutral and cannot create either good or bad

effects on their own initiative. It is up to the individual who is using these tools to

determine the outcome that he or she is attempting to produce and whether the methods

used are ethical or unethical, depending on the standards of society.

Any time an individual attempts to influence another he or she uses some type of

tool or strategy to persuade the other person. These could include verbal communication,

body language, and state projection. Used properly, these tools can have a definite

influence on a person's behavior and response. When the individual being persuaded

responds in a way that is beneficial to his or her own particular future needs, we would

call it a skillful use of the techniques. If the manipulated person reacts in a way that is

painful or harmful to their quality of life, we could say that the techniques were used

incorrectly.

Although it can be very difficult to determine the long-range effects of persuasion

techniques on an individual, the intent of the person influencing another's behavior is the

determining factor in deciding if a tool is being used appropriately and ethically. The

most moral function of these tools emerges when the strategy used has positive

enhancement in the life of the person being influenced as an objective. It is also important

to remember, that sometimes the even the best process to help someone may not turn out

exactly as planned, and may eventually cause some type of mental or physical

impairment.

We have all heard of or seen examples of an individual completely manipulating

another with a selfish intent for personal gain. The usual outcome is that the person

influenced goes though some type of harmful or traumatic experience that causes them

emotional or physical pain as the end result. While it is true that each individual is

responsible for his or her own decisions, it is worthwhile to consider that the way that the

tool was often used was thought out and performed by the perpetrator. The perpetrator is

therefore morally and sometime legally responsible.

An ethical decision on the intent behind actions may be difficult to reach, because

the damage or benefit of any action depends on the long-term effects and outcomes as

time passes, because it takes time for damage or benefits to be revealed. It is not unusual

to discover benefits that have resulted from unethical manipulation. Most of us have seen or heard reports where the victim of a crime has used his or her emotional and physical pain to grow in wonderful ways. As unbelievable and it may seem there are people in the world today that are very effective at influencing others, who personally do not feel that they are harming others by their actions, even when they are the instrument of emotional or physical suffering.

Discussions are always being held regarding the ethics and responsibilities of individuals who have the tools available to manipulate others. NLP is one of those areas of study where an individual will be trained to use this type of technology. Since the tools in themselves have no conscious thought available to them, only the individual using the tool has the power to utilize the resource for the most favorable outcome.

> Words and magic were in the beginning one and the same thing, and even today words retain much of their magical power. By words one of us can give another the greatest happiness or bring about utter despair, by words the teacher imparts his knowledge to his students, by words the orator sweeps his audience with him and determines its judgments and decisions. Words call forth emotions and are universally the means by which we influence our fellow creature. Therefore let us not despise the use of words in psychotherapy. (Freud, 1939, pp. 21-22)

Hypnosis and Linguistics

Whenever individuals have conversations with other people they are using hypnosis and linguistics during their communications. This is because it is impossible to exchange words and ideas with another person without causing some type of emotional trance-state change of some nature. The emotions that are altered could range from total excitement, complete boredom, annoyance, indifference, attraction, or fear.

> Included in our definition of hypnosis is any form of communication in which a person or persons, whether a hypnotist, wife, husband, teacher, or? Uses words, tonality, expressions or movements that elicit and/or

evoke within another person an internal experience, and that experience becomes a reality of it's own. (Heller & Steele, 2001, p. 22)

Linguistics (as defined here) and hypnosis are designed to communicate with the subconscious mind and to influence its behavior. The part that we really have to learn about, know about, study, address, and speak to is the subconscious. This is because the subconscious mind is in charge and has it's own process and structure of evaluating the ideas that it finds important. Its job is to protect you and to help keep you from being physically harmed.

Although it is important what we say when having a conversation with another individual, it is how we say something that makes all the difference in communication. A person who is involved in linguistics, often studies the benefits of using the most appropriate words to structure a sentence to where it will have the maximum hypnotic impact on another person. Without the proper tonality or pacing, these carefully arranged sentences might not be perceived or noticed by another individual. The impact of communication happens when tonality, body language, rapport, and sentence structure are congruent with each other.

Tools Hierarchy: Labels

In the following pages I will describe many of the tools currently being used in the NLP community and how the benefited my life with the knowledge and personal experience of their application. The resources at the bottom of the page, which is the lower level of abstraction found in the bottom of "Appendix D" will be discussed first, and then I will move upward on the page to higher subjective concepts in overall importance and discuss the power of technology and its effect on our lives.

Many of the tools that I mention in this report can easily be combined and interact with each other in various ways. The most important difference in the usage of these techniques will be in the complex intentions and future goals of the individual or groups that are trying to persuade other individuals. Some of the principle strategies of how these instruments are used will also overlap in the subcategories of applicability: therapy/individual, sales/marketing, and political/religious, and then my personal experience. I decided to write the dissertation in this form of heuristic study because it illustrates one of the concepts in his book, which is "Identifying with the focus of the inquiry." This approach allows me to present some personal examples of my observations and thoughts, about how I view different sections of the society in which we live at this time, and to get into the subject of focus and achieve an understating of it. Lastly, this type of researcher allows me to express my findings of the material into an understandable meaning or creative synthesis.

The tools at the lower level of the list do not necessarily mean that they are less important; it just means that they are more detailed and specialized than the tool at the higher levels on the list. The higher tools/concepts usually tend to be more general in nature but encompass and utilize all the detailed instruments below them and tend to maximize the power of the individual's concepts if used efficiently. Contrary to popular belief, NLP is not a therapy, although therapy practitioners who use it get spectacular results. It is not a sales training program, yet sales people who use it also get spectacular results. It is not a personal development medium, yet personal developers who use it get spectacular results too.

NLP is still a rapidly developing area of study for many professionals, and any report can cover only a portion of the tools that may be important. This does not mean that the tools not discussed are unimportant, just that they are outside the scope and focus of this particular discussion. Even today, with all of the information that already exists in NLP, new techniques and updates are constantly being discovered and reported in books and lectures around the world.

Tools Hierarchy: Analysis

The tools discussed below, found in "Appendix E," overlap and operate inside all three areas of applicability: therapy/individual, sales/marketing, and political/religious. Many of the tools can also be used in tandem and operate together. When a person is utilizing the tools below, the more rapport there is, the greater the chance of a strong connection between the person utilizing the tools and the individuals or group being influenced.

Rapport

Body Language and Tonality

Words

Meaning
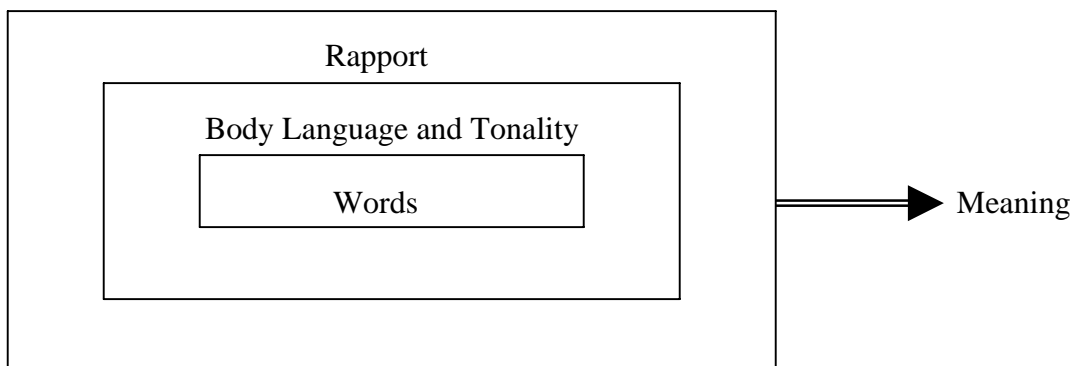
Level I

Tonality

Research has shown that 38% of our communication is accomplished though the tone of our voice when we are speaking (IntJoseph O'Conner and John Seymour, 1990, p. 35).

Therapy/individual

When you want to communicate in a way that's going to connect with somebody, you need to speak in a tonality that engages the subconscious mind. If someone is using tonality that conveys a sense of warmth, comfort, lack of tension, confidence, self-assurance, etc., that type of speaking is believed and interpreted by your subconscious in a positive way. The conscious mind will be able to listen to what is going on, take it all in, and incorporate it into conscious thought as well.

If a person is talking really fast, with too much energy, tension, nervousness, and so on, a listener's subconscious is going to feel that energy and tension. It will feel guarded and uneasy, and it will try to disengage from listening and may even shut down. All of us have heard voices that were whiney, squeaky, stuttering, loud, had a very high tone, and so on, and we could not wait to find someone else to talk with.

It is especially important for a therapist to have a nice speaking voice for the above reasons. If a professional does not have a pleasant voice, it will be difficult to gain rapport with someone else. The easiest way to sound good to a client is to sound like him or her. While the content of what you have to say may not always be what your clients want to hear, you can always improve your delivery by making it sound more like theirs.

We all have memories of hearing a certain tone of voice that reminds us of someone we used to know. This tone can bring back the memories of experiences that we have had with other people. The recollection that we associate with that pitch could be of a time that was pleasant or one that was uncomfortable. The tone of that voice is an anchor to that earlier occurrence, which will be discussed more under the topic of anchors.

Sales/marketing

All of us have viewed the marketing strategies on TELEVISION commercials. A marketer will pay an actor to create a buying desire for a product in potential customers. It is also very helpful that some of the actors are often celebrities or author figures in the advertisements because they have good speaking skill, even though they actually may not even use the products. Deceptive persuasion can be delivered by dishonest message content, such as exaggeration, omission, or lies with statistics. There is also by dishonest message delivery, such as having actors appear in commercials as physicians, attorneys, or other authority figures. Marketers use tricks like raising their inflection and voice tone at the end of the sentence in a questioning manner. This almost guarantees the prospect will "hear" the statement as a question, and that he or she will answer it as a question. A tag statement said in the same accent or pitch at the end of a statement will be understood as a declaration. Lowering the voice at the end of an account will operate as a command.

Political/religious

Most individuals are consciously aware of the different tonalities they hear, but most are not aware of the deep effects of their responses to good voice tonalities. Candidates for mayor for a decent size city or higher levels of public office will just

about always have a good speaking voice. Most of them know that their voice is their

most powerful tool. If they cannot demonstrate vocal variety and elicit our emotional

reactions, it will be very difficult for them to influence us, which is the whole point of

why they are there. As for religious speakers, they make good speaking an art form so

that they can lead the emotional states of people. I know that I have many times felt

myself subject to one of their good trance stories. I also recall hearing them give

embedded commands within their narratives.

Experience

Like most people, I was aware of the auditory attraction of a pleasant tone of

voice even at an early age. I never considered the possibility of using the power of speech

tone other than using a voice as a medium of communication or to express something. It

was not until I started investigating hypnosis and NLP that I discovered the many aspects

of speaking, like the tone of a person's voice, the velocity of speaking, and the way that a

voice resonance can be anchored to many different situations and events.

Research has found that around 38% of our communication is accomplished

though the tone of our voice. I always knew that the use of tonality had some impact, but

not that it had that much. This statistic inspired me to improve the quality of my tone of

voice. Once I started using a more controlled and amiable voice, I discovered that the

people I talked to seemed to be more involved to the discussion and showed a much

greater range of emotion.

Later, when I got involved in the study of NLP, I was educated on the importance

of using the proper speed or pacing of my own voice to keep another person more

involved in a conversation by causing them to going into a slight trance state. I was able

to experiment with this technique on different clients for hypnotherapy, and found that they relaxed much more quickly, making the hypnosis session a great deal more enjoyable for both of us. Using leading and pacing in conversations with friends and other people that I meet seems to allow rapport to happen much more quickly with the end result that I make new friends much more easily.

I would have taken the time to improve my voice at a much younger age if I had known the ways tonality can affect the emotions of other individuals in both a positive and negative fashion. Before NLP, I had only considered how pleasant a voice was, not the type of effect that I wanted to have on another person, except when I was speaking with the intimate closeness of a partner. It was really enlightening to find that an intimate voice could be an anchor associated with a particular state or feeling, and this explained some mysterious experiences that I had earlier in life with other people.

The most fascinating aspect of tonality that I learned in NLP was how the tone of an individuals voice could be anchored and associated with many different situations and events. Not only could I use multiple tempos and volumes in my interactions with other individuals but I could anchor these emotional states to myself. Tonality anchoring has helped me in the hypnosis process while working with clients when I have switched back and forth from conversational dialogue to trance work, using a tone of voice shift in a sort of fractionation technique to deepen the trance state of the client. It has also made personal relationships better, because I can intentionally use a tonality that encourages full participation in relationships and discussions. I can avoid setting unwanted anchors, unless I have a good reason to do so, like turning down the energy level connected to a negative trigger.

We have all received an undesirable response from someone without knowing what we said that made them react in a disturbing fashion. This happened one time while I was talking with a friend, and I learned from her that I used a tone of voice that reminded her of how her father spoke when he was annoyed or dissatisfied about something she did. This experience demonstrated to me the importance of keeping alert, especially for tonalities that may carry negative anchors for others. When I discover that a tone of voice can act as a negative anchor for someone, it gives me the opportunity to understand why the other individual has a negative response to the tone and to investigate that person's unhappy reaction to sound.

Many NLP books mention how the volume of a voice at the end of a sentence can communicate a statement, a question, or a command, even if the sentence is not structured in as a command and seems relatively innocent. I know that there have been times in the past when I felt an interaction was pleasant but something seemed out of place. The answer came to my attention one day when listening to a commercial on television. The person in the commercial was changing the volume at the end of the sentence making a change in the direction of the statement he was presenting.

Now that I am aware of the impact that the tone, tempo, and the volume of speaking voices has on other people, I understand the many different ways that a voice can and will be utilized to bring about change. There are so many ways to structure our linguistic communication with others that can be overwhelming. The knowledge I have gained about tonality has brought me an awareness of how it can affect my life and how it is constantly being used within many levels of society.

Body Language

Research has shown that 55% of the impact of our communication is accomplished though body language (Joseph O'Conner and John Seymour, 1990, p. 35).

Therapy/individual

Everyone had heard that it is important to make a good first impression. People usually communicate first to others through their body language. Many times this screening by looks and body language is a self-defense mechanism, especially when a person observes the animal kingdom. Alpha males in both humans and animals use their body-language in a way that displays confidence, intelligence, is a leader of the pack, relaxed, not afraid of taking risks, and has been proven by many experiments to have an effect on how that alpha male is perceived by others. This allows the individual with the alpha males traits to appear more dominant, which is in a sense their defense mechanism that will encourage others to show less aggressive visual tendencies.

A therapist can also use body language to gain rapport by mirroring a person breathing, posture, and physical movements to help an individual go into trance. Psychological research also tells us that people cannot resist themselves and their actions and do not resist the compliment of other people mirroring their action. Mirroring on a subliminal level is one of the ingredients to building rapport with the client, who is unaware consciously what a therapist is doing.

Have you ever found yourself enjoying a conversation with someone and noticing that both your bodies have moved into the same posture? Matching and mirroring is a powerful way of getting rapport and also an appreciation of how the other person is seeing/experiencing the world. Mirroring is as if you were looking into a mirror. To mirror a person who has raised his right hand, you would raise your left hand to match

what the other person is doing. Body language includes matching body posture, facial expressions, hand gestures, breathing, and eye contact.

Every one has experienced an instant like or dislike of someone without necessarily knowing why. If we dislike the person, we are just not happy; there is something about the person. We often refer to this as a hunch or gut feeling. Whenever there is a conflict between the words that someone says, which seems incongruent with their body signals and movements, we almost always believe their body. All the clues are there, our subconscious detects the discrepancy, decodes them, and then tells us that the words and gestures do not match. Hunches to like or dislike are based in congruence or incongruence between words and body language.

Sales/marketing

One form of body language used in marketing is to have very attractive people sell products. These advertisements have strong sexual overtones, often to the point of having the actors wear few clothes. Suggestive behavior has been steadily increasing in television advertising. These broadcasting advertisement and television programs that the products sponsor are often conflicting to many viewers, because the viewers are subject to restraints and perceptions based on issues of morality and sexual standards in our society. It is acceptable to use sexual implications to make a profit, but individuals are criticized if their sexual behavior does not correlate with the standards set by certain religious and governmental entities within our country. Bloody films of people being killed are considered acceptable for viewing on television, while Janet Jackson's breast shown on television for few seconds for half-time football game entertainment produces public outcries about immorality.

Political/religious

Body language in this arena has additional impact because the fixation on money and power associated with the elegant suits and attire usually worn is strong. Political parties spend a large sum of money to ensure that candidates use body language effectively, because they realize that a candidate's physical expression has a lasting effect on voters and their opinions. The presidential race and 1960 campaign with Richard Nixon and John Kennedy showed Nixon with a five o'clock shadow on his face that made him look much like a crook on television. Since that enlightening example about the power of visual perceptions within the mind of viewers, television has played a major role in presidential campaigns. Kennedy basically won the election based largely on how well he presented his body language as a major factor, along with a combination of other tools, demonstrating just how vital appearance is in the minds of people.

When I look back upon all of the religious services that I have seen on television, I cannot remember a preacher that had badly chosen or unhealthy body language. From the research that I have seen, there is usually a very large amount of attention placed on the viewer's perception toward the body language speakers. It is also extremely interesting to notice the way people react when they observe someone like the pope in his lavish attire during a ceremonial, which gives an impression of abundance and power after talking to these individuals.

Experience

When I read a book about body language over twenty years ago, I discovered that the body has an ability to symbolically communicate to another person and that this process has been studied for hundreds of years. Since the invention of television, there

has been a lot of research and investigation into the way that people react to body language on an unconscious level. Much of this investigation is due to the importance of the visual appearance of the people in many categories of professional occupations, especially when they appear on television.

I have read a few NLP books that have mentioned research has shown nearly 55% of the impact of our communication is accomplished though body language. I understand this to mean that if we know how to communicate effectively with our body posture, we will have a much better chance of making a good impression with people, especially if a large amount of this body language is outside of a person's conscious awareness. The mirroring technique of NLP demonstrates that using body movement similarities helps to build rapport with another individual.

Many of us have heard about the Alpha male characteristics that operate throughout the animal world. A male that demonstrate these Alpha impressions through his size, posture, health, pace and style of walking, and confidence seems to attract more potential mates and to sometimes scare off rivals without any physical contests of strength. I am sure that there are many people, like me, who have observed these traits in animals and never considered that there are similar effects in the human realm apart from pure size and strength. This may be the case, because, from my experience, we tend to focus on the effects of verbal communication when we think about influencing other people.

When I began experimenting with these distinctive Alpha postures while at work, I gradually began to observe the other people at work beginning to communicate with me differently, both verbally and physically. I also noticed that many of the other employees

started to use a friendlier and less aggressive tone of voice and demonstrated less confrontation when we were just joking around. Physically I saw the body postures of the others, even some of the managers, change to positions that seemed to place them in more of a subordinate position.

The mirroring technique in NLP introduced me to the potential for matching facets of another person's physical behavior to help create rapport. I practiced using my body communication in both an open and closed posture while others were talking. I noticed that an open body mirroring their postures created an overall body match to mine, and often a complementary shift in the vocal tonality. When I used a closed body posture, I found an increasing nervous energy coming from the other person, confusion in their physical bearing, and an edge to their voice. Most of this posturing seemed to be beyond the conscious awareness of the other individual.

Both the experiences with Alpha postures and with opened and closed postures demonstrated to me the potential power of using mirroring and body language within communication. In a relationship class that I recently attended, two Profession therapists demonstrated mirroring to the class. They went through a presentation on how to use body language to encourage a romantic interest, to approach a person in an attempt at conversation, and mirroring the other individual's body position to build rapport. This experience brought to my attention the possible ways that mirroring and body communication could be used, especially since over half of our communication is accomplished through body language.

When I learned about the research that stated nearly 55% (Joseph O'Conner and John Seymour, 1990, p. 35) of our communication is accomplished by body language, I

realized the importance of using my physical body in a much more conscious fashion. Not only will mirroring and body posture allow me to build stronger rapport with other individuals, but it will also allow me to be more effective in my efforts to communicate what I feel and believe.

Embedded Commands

A speaker often uses these commands because they bypass the conscious mind of the listener, thereby avoiding any resistance to the communication being presented. If the commands were uttered plainly, they might provoke confrontations by a person listening to the statements. If a command is slipped in as an embedded command, it does not encounter conscious opposition to the directive.

Therapy/individual

An embedded command is an NLP technique for "planting" a thought within the mind of another person beneath the person's conscious awareness. This is done through presuppositions, which are assumptions implied within verbal structures. The purpose of using embedded commands is to move your listener's mind in the direction you want it to go without seeming to be intruding or ordering in any way. The listener will usually respond below the level of awareness, and this happens whether the person is consciously paying attention or not.

An NLP therapist may sneak in short commands when speaking to another person like: feel comfortable, trust this person, find yourself understanding, see this occurring, etc. The commands will have some influence on another's thoughts and emotions, especially if the listener does not notice them and if the commands are repeated. One reason is that an individual imagines in his or her mind what is being described. The

second is that the subconscious mind of the person you are talking to is hearing all of these commands. The subconscious mind perceives the information in multiple ways with multiple senses and will begin to accept these commands as long as they are not incongruent to the listener.

Sales/marketing

Embedded commands are frequently used in radio or television commercials. Some of these commands are as easy as "buy now," and others suggests losing an opportunity to get the product at a certain price like "offer ends soon." An interesting method used in marketing today is to ask a question, while simultaneously hypnotically planting a suggestion in the prospect's mind that contains an embedded command. This directive is actually a command to think a certain thing or a statement as truth? For example, a salesperson could ask the question "Do you fully understand what makes our product so unique?" First the embedded command inside the presupposition is to think that the "product is unique," so the customer starts thinking about the uniqueness of the product. The trance word "fully" gives the impression that it is doubtful that the client understands all the unique features. Either way, this question opens the conversation up to elaborate on other features and benefits.

Political/religious

I remember watching *Saturday Night Live* where an actor was portraying George Bush Sr., and when the actor said an embedded command like Bush's well known "follow the course," the actor would mark-off the command by pushing his hand out from this chest toward audience. He anchored the "follow the course" command to the hand movement, which the subconscious mind picks up, even if the conscious mind does

not. Once a phrase in anchored in that way, all a speaker has to do is use that hand movement and the embedded command will register nonverbally on the listeners. Multiple commands can be stacked onto that same hand movement and the understanding will be transferred if an individual has heard the phrase or command while seeing the gesture.

There are many presenters within the religious community who are very good at inserting embedded commands within their sermons, especially with stories that they narrate in detail. This is often done with gestures when speaking a certain phase or using some type of vocal variety in their voices to mark off the command. One of the more popular phrases which is an embedded command is "Jesus Saves," which is usually accompanied by many visual images inside someone's imagination that are associated with this event.

Experience

It has become clear to me how often embedded commands are used in society today. This is obvious from listening to sales commercials and television programs and by reading and studying various marketing flyers. These forms of communication often use some type of embedded command within their sentence structure. Most of us also use these entrenched instructions on our family and friends without realizing what we are doing.

When I started listening for embedded commands in the language patterns of television commercials, I was not surprised to find that orders were used, but it was a surprise to discover the number that were used. I also found it interesting to listen to the combination of words that preachers use on television and in churches. It may be because

of the structure of the Bible or ministerial training in verbal communication, but many types of embedded commands and binding statements are used in the lectures, with an emphasis placed on religiously orientated trace words. I now focus on the use of these techniques within just about every type of verbal and written communication.

I do not find very many people using embedded commands intentionally. When I hear a directive, it usually seems to be spoken without any deep thought into the wording structure. This has led me to believe that a large number of people are not aware of embedded commands. Many of the people with whom I have discussed embedded commands do not seem to be concerned that they are being used or that they might influence those persons' decision-making.

Looking into the depths of various experiences from my past, I can understand how often my behavior was influenced by religious beliefs given to me in the form of orders, particularly the Ten Commandments. I now realize just how important it is to ask questions before accepting or acknowledging any new frames or beliefs, no matter how important the topic is or how prestigious the individual speaking.

With my present level of knowledge about the strategic use of embedded commands, I know that I do not have the awareness to catch all the directives that are used on a daily basis by others, or to completely eliminate the influence that they bring with them. I doubt that anyone does. I do know that because of my awareness of how and why they are used, I am able to use cognitive thinking abilities to make better decisions and to eliminate most of the persuasion force that any embedded command may present that I hear.

One of the brighter aspects of using embedded commands is that they can give people permission to make decisions they actually want to make. There are many people who have a desire to do something, but hesitate because they are not sure if the action is acceptable in the opinion of others. There are other people who just need a little encouragement to make a decision to do something that they really want to do. For example, when I decided to go bungee and parachute jumping, having another person there saying direct commands like "go for it" helped to provide the incentive to jump. Like any tool, I find that embedded commands have both good and bad effects depending on how they are used.

When I take a look at the outcome of using embedded commands, with others or with myself, I find it is much easier to be positive about whatever objective I am trying to accomplish if I am giving out positive commands. I am sure that this is partly because of the mental imaginary associated with the words I use. I find that I am much more relaxed in my overall attitude and behavior. I also feel that having a strong sense of "who I am," and the idea of finding a beneficial outcome for all parties involved, contribute to this feeling of comfort.

Trance Words

When people communicate with others they use words that have a strong personal significance to them. If a listener recognizes these special terms and then repeats the words in his or her own sentence when talking to the original speaker, it is like having an access key that opens the door to the first speaker's subconscious mind and leaves them open to suggestion without their awareness. Since the purpose of this dissertation is to

describe programming techniques, I will be constantly be using my trance words of influence, manipulation, and persuasion.

The minute that an individual is somehow engaged with another person in any way, that individual is completely unable to stop himself or herself from persuading the other person on some level about something. Since everyone is influencing, manipulating, and persuading, there is no intention here to judge these activities as good or bad, only to recognize that we are constantly influencing those around us. The individual that we interact with will have good or bad experiences, which is actually determined by "who we are"' (level 7) as individuals.

Therapy/individual

If you speak and use a lot of trance words that other people personally use, where all of a sudden you *magically* find yourself able to do that in a way that you are using these *wondrous* descriptive, great terms, that just *engage* someone's subconscious mind in a way that just allows him or her to *really* experience things in a different way… These words just seem to have a *special* power to induce a trance-like state of focused attention and relaxation in a listener, especially when one can listen *carefully* to another and find their trance words that they unconsciously use in their sentences. This style of talking with process language is actually fairly vague, but it does allow someone to associate their own person experiences with what you are describing, which can create wonderful emotional effects within the listener.

Sales/marketing

All of our thoughts and actions, including the decision to buy something are the products of our mental habits, which include trance words. If we have the ability to alter a

person's habitual mind-set, this can mean the difference between making and losing a sale. Repetition is one of the main tools used for identification based on product recognition.

Upon hearing a personal trance word that they use, prospects will begin to experience some amount of emotional and kinesthetic memories associated with and anchored to that term on some level from this past experiences. Prospects will find their minds opening more to a presentation and finding it much more convincing then they would have if these trance words had not been used.

An individual can also create a trance word for another person if the listener accepts the word by intentionally establishing a new meaning, which can be changed or altered to fit the situation, and to build the intensity of the emotions that are associated with the word. It is easy getting people into an emotional state by referring to an emotional event—like the 9-11 terrorist attack in New York for example—then continually repeating a term like terrorist, and subsequently linking that term to a certain country or nationality. This in effect is selling or marketing the idea for the public to accept the associating the two events.

Political/religious

The word "cult" could be used as an example, of a way of demonstrating the misuse of trance words or how they can be created, and how hard they are to recognize? Most people perceive the word cult as very negative word, which is defined in the *World English Dictionary* as:

> 1. A system of religious or spiritual beliefs, especially an informal and transient belief system regarded by others as misguided or unorthodox
> 2. A group of people who share religious or spiritual beliefs

3. Extreme or excessive admiration for a person, philosophy of life, or activity
4. A person, philosophy, or activity regarded with extreme or excessive admiration
5. Something popular or fashionable among a devoted group of enthusiasts
6. A body of organized practices and beliefs supposed to involve interaction with and control over supernatural powers
7. A self-identified group of people who share a narrowly defined interest or perspective

(Random House, Websters Dictionary, 1973)

A person belonging to a religion will usually describe a cult in a negative way and deny that the person's own group is a cult. Yet, if we look at the very beginning of any religious organization, all religions would be defined as a cult in one of the definitions listed. I have read this definition of "cult" to my family members, who replied that their religion is not a cult, and pointed out their particular religions definition of a cult. In reality, the word cult is neither positive nor negative; it has just been given a bad connotation, like many other words that have unpleasant emotional anchors attached to them. Any group can be considered a cult by the universal definition, and everyone has had amazing experiences being in many different types of groups. There are even business organizations that are considered cults by definition in the dictionary from their policies and procedures that employees are expected to follow and obey. The good or bad experiences that an individual has within a group, is what really determines if it is a constructive or destructive event, not the word used to describe the group.

"But "glory" doesn't mean "a nice knock-down argument," Alice objected.
"When I use a word," Humpty Dumpty said in a rather scornful tone, "it means just what I choose it to mean—neither more nor less."
"The question is," said Alice, "whether you can make words mean different things."
"The question is,' said Humpty Dumpty, 'which is to be master— that's all." (Lewis Carrol, cited in O'Connor & Seymour, 1990, p. 96)

Experience

It has been interesting to observe how different individuals respond when they hear their own trance words repeated back to them in a conversation. They do not appear to consciously notice, but they also seem to appreciate hearing the recurrence of these expressions. I think that this happens because people like to feel that they are listened to, and hearing the words they are using repeated back to them confirms the idea that their viewpoints are valued.

I have found that that when I started to focus and listen to another person's personal vocabulary, it was fairly easy to gather that person's primary trance words. Listening also allowed me to determine which one of the three primary modalities— visual, auditory, kinesthetic—that person favored to communicate. I have found that speaking in someone's preferred representation system usually builds rapport and a deeper trance state in a shorter amount of time, which is valuable in work as a therapist.

Patterns also seem to work best when the person using them integrates a subjects' own trance words and emotional processing responses. The most effective script I have used was designed using an individual's favorite speaking terms and did not sound like it was memorized ahead of time. I have found this allows me more flexibility in adjusting the direction of the conversation in a way that benefits the person I am talking to, and in a style that is most comfortable to that person.

I have friends who know NLP and who have experimented on me with patterns using my trance words and primary representative modalities without informing me of their intentions. I found afterward that I did not consciously recognize a great deal of

what they said during the conversation. It was not until I analyzed the discussion that I was able to pick up on many of the techniques they were using.

These experiences have made me realize the importance of using another individual's personal vocabulary, especially when the words are used to build rapport and to understand how the terms are often intertwined with strong beliefs and frames. By listening to many of the trance words included in current religious terms, I have found beliefs and memories that I once accepted as true coming to my attention based on the trance words I accepted from the church in the past. They are mixed with the emotions I felt during that time in my life. I now hear people talking about religion with an awareness of their motivations and desire to have me accept their beliefs.

The more I experiment with trance words, the more I realize how important they are in communication with others. Symbolically, trance words are like a key to a lock that will allow someone who knows these personal terms to open the door to a person's subconscious mind. This technique allows someone to bypass the critical factor of the conscious mind and gives an unchallenged entry to that place in the subconscious mind where only the people who are trusted at a deep level are allowed enter.

Level II

Rapport Tools

Anyone who has studied NLP knows they can build rapport that consists of many aptitudes or abilities, like matching another's breath, mirroring, eye contact, tonality, rhythm of speech and body movements, and so on. In this section, I am focusing on two techniques that may be used when speaking on an individual conversational basis.

Fractionation

This is a process is used to exploit the ability of a person to go in and out of trance multiple times. The more often someone goes into trance in a short period of time, the deeper into a trance state they will go with each successive induction. An individual will go into a trance state much easier as they continue to get more comfortable and familiar with the process, which also causes their subconscious to become more involved and engaged in the deepening process, as the critical factor of the conscious mind is removed.

Therapy/individual

I have found it very useful, when talking to another person in a one-to-one conversation, to observe the changes in the body language from the effects of a trance state deepening. This is especially important when interviewing a client to find out if you would like to work with them with hypnosis. Not only does fractionation inform a therapist about the ability of an individual as a trance subject, but it also gives me the opportunity and ability to talk and build rapport with the subconscious mind of the individual so that it will trust my intentions and feel safe.

Sales/marketing

It is a well-known fact that everyone goes into a trance state when watching television. We all have had the experience of watching an entertaining show on television, when suddenly a commercial starts showing with a presentation that is a great deal louder than the program we were watching. Many viewers who are still in a trance will go into a state of confusion, while some embedded commands are thrown directly into the subconscious mind. This is a surprise technique used to unfreeze a prospect's habitual mind-set. The result is that the customer becomes more receptive to the

information for a few seconds as a result of the distracting effect on their mind-set by the sudden fractionation method.

When you are thrown into a state of shock the experience alters your brain waves and neurochemistry in such a way that it can cause a psychological state that resembles a trance. It does not matter whether the stimulus that cause this is good or bad, the shock will have a deep impact if it is strong enough to override your normal coping mechanisms. You will be thrown out of your normal homeostasis and into an altered state of consciousness. When you are in this type of state, you will follow instructions. (As long as all the other personal beliefs and rules are followed: not against your beliefs or something you would not normally do.) Your mind is open to all types of suggestions and input.

Another example could be a computer salesman telling a customer that he "absolutely will not sell that person a computer," and the individual may react in a questionable way thinking to himself or herself, "why can't he sell me a computer." Fractionation could also be done by a door-to-door salesperson taking a couple of steps back when someone opens his or her door for the salesperson, causing the potential client to open the door wider to hear and possibly even to take a step forward toward the sale representative. This walking forward motion toward the salesperson also has a slight psychological effect within the customer, in that they are opening themselves up for information by moving in the direction of the salesperson.

Political/religious

Most of the time the individual in political and religious use this area use fractionation when they are giving a sermon or speech. When they speak for a fairly long

time, I have seen different fractionation tactics being used by just going back and forth between stories or verses that can cause a shift in the trance state, which can easily be accomplished within a lecture with visual imagery. The process can also be assisted with trance state deepening techniques like using long pauses, stories, vocal variety, quotes, gestures, questions, and embedded commands.

Experience

I was surprised that the fractionation technique actually deepened a trance state, until I learned how it worked. It is designed to get someone's mind going in a certain directions, and then it temporary interrupts and directs the mind toward another focal point. I have found that breaking off of the flow of a listener's attention with a question, remark, different subject, or observation, and then returning to the original topic deepens a trance state or conversation focus. The procedure seems to work because the subject is actively engaged in creating the trance induction, even if the participation is without the subject's direct awareness. As a side benefit, fractionation helps to make the subject feel more comfortable and relaxed.

I remember a friend telling me how I could achieve a deeper trance state with a subject in a session using fractionation. My friend mentioned that there is no difference in the effect or in the benefit when a person goes into a guided trance once a day for fifteen days, or fifteen times within a couple of hours. The individual would still achieve the same depth of trance with both methods, even though there may be a huge difference in the amount of time spent in trance. This information encouraged me to test the theory out on a few hypnosis subjects.

After experimenting with a few subjects using multiple inductions within a short period of time, I found that it was possible to achieve a trance depth similar to that achieved using multiple inductions over a period of days. Perhaps this is an indication that there is no critical threshold in a fractionation sequence, but that each sequential state reinforces the previous ones. I also noticed that fractionation seems to have a very similar effect as the pushing and pulling technique in sales.

When I understood how fractionation works, I began an investigation into how this technique is being used on me from the outside. I first began to look in detail at the different types of stimuli that could provoke some type of response within my mind. This study gave me a completely new comprehension of the influence of advertising, television, and lectures. I realized that an individual is very often in a fairly deep level of trance, being fully engrossed in a program on television, when suddenly the program switches to a commercial with a louder audio volume that focuses the attention on the marketing stimulus even more. When I am listening to music on the radio, I often find myself listening to a commercial after a song has ended while focused on something else. I realize that I am hearing everything they are advertising at some subconscious level, and that it this very likely to have a persuasive effect.

We have all probably had the experience of realizing that we have been in some type of trance state when driving a car. We find ourselves daydreaming many miles down the road before realizing that we have no conscious memory about much of the trip. I remember many times seeing some type of advertising billboard while in this state of hypnosis, and I remember visualizing using the product shown. If I did not know how the autosuggestion theory works while in a trance state, I might not be concerned about the

effects of this. Since I do have that knowledge, I find myself not wanting to participate in such activities, because I know there will be some influence from the fractionation process. I wonder how many of these marketing events a person might observe in a year. My guess would be a number in the hundred of thousands or more, which would mean that this kind of marketing has an influence on a person's buying decisions, attitudes, and behaviors.

The same underlying fractionation and assumption method also occurs in conversational hypnosis. I have experimented with different individuals using a "pattern-observation-pattern-observation-pattern process," intentionally deepening the hypnosis in an open-eye trance. I realized from this experience that we all have been influenced by these kinds of techniques our whole lives. I find for myself that there is no one trance experience that has had a tremendous effect in my life, but there has been a cumulative effect of many repetitions over a long period of time that has directed many aspects of my beliefs, frames, and choices in the past.

The end result of understanding how fractionation works has been to make me aware of the many moments when I accept suggestions, even when the suggestion is subtle. I have also found that there seems to be an acquired sense of personal power over my thinking when I realize how the mind works and am aware when unwanted thoughts or suggestions enter my mind. I have become conscious that I have the responsibility to make the choice of either walking blindly in this world, letting my life be directed by the different forces that bestow commands into my mind on a daily basis, or to take control of my mind and determine as much as possible what sources I will allow to influence me.

This is with the awareness that there is no way to avoid observing influential marketing

materials and associations in my environment as long as I live in any society.

Pace and Lead

There are basically two types of pacing and leading. One is to use physical

mirroring techniques to make the other person feel at ease without any special language

patterns. The second is to make use of hypnotic language patterns that include

presuppositions, embedded commands, nominalizations, and so on. A pace and leading

example is discussed in the Level 3 "Patterns" category using the format below:

Pace, pace, pace, lead
Pace, pace, lead, lead
Pace, lead, lead, lead

Therapy/individual

When an individual or therapist has rapport established, he or she can start to

change his or her behavior and the other person is likely to mimic or mirror the actions. I

have found myself pacing another person's reality and anchoring the emotion they are

experiencing with a tilt of my head, and have noticed many times that the other person

will respond by tilting his or her head. It is one of the most powerful ways of saying "I

like you." In any type of personal relationship, especially as a therapist, I find this a very

important, because it allows an alternative way to build rapport if an individual is shy and

cannot be connected with verbally.

Sales/marketing

I have seen pacing and leading strategy used by real estate people marketing a

house. The agent will walk through the house describing the special features of the house

in a visual word description with the intention of creating an emotional effect inside the

listener, and also for the possible buyer to develop their own individual plan for the different features. This technique works by blurring the distinction between what is absolutely true and undeniable (observable in the person's own experience) and what someone wants to be believed as true (or has yet to be established as true).

If the sales person is able to use many of the conversational tools in NLP, the process has a very hypnotic effect on the customer. Many people in the real estate industry receive training based on NLP concepts and techniques. They are definitely trained to get the potential client to imagine what a lovely house they will be happy living in and how the kids will have so much fun playing under the maple tree in the back yard.

Political/religious

Any time I watch a preacher give a sermon, I expect him or her to pace and lead the audience into their particular religious belief. One of the reasons that preachers are so effective is the primary fear mechanism that I see in any manipulation techniques, which in this case is fear of death. Because of the nature of this anxiety and individual concerns about what may happen to them in the future, people have a tendency to turn their personal power over to the individual or establishment that claims to have the solution. Therefore if they have already been conditioned by the dominating religious structure of the society, most people turn their critical thinking factor off to members of the clergy and their teachings.

Politicians also have the benefit of pacing and leading because they offer benefits that a population will enjoy in the future, many of which are also based on fear or a high level of need. Not only does the member of politics usually have an authority figure

complex displayed toward them that gives them a degree of rapport, but also the citizens have been taught to identify them as being honestly and trustworthy.

Experience

Pacing and leading is a method of controlling the direction of a conversation with the use of various methods. I learned that it was popular at one time in sales to get a person to begin answering different questions with "yes," just to get them to naturally respond yes to a final question that would sell them something. This technique was effective to a certain extent. NLP introduced me to the concept of pacing another person's ongoing reality to become an authority on the mind of that individual. In the sales context, the sales person could lead the direction of the conversation instead of the prospect. With either technique, if a person can control the direction of a discussion, that person has a much greater chance of bringing about any change they are trying to accomplish in the other.

I remember hearing that control of information is one of the leading methods of persuasion, which is why it is used by cults, media, groups, and governments. When people are able to determine what evidence is shown to people, they can pace the information in a configuration of yes-set statements, and then lead the audience into whatever conclusion they want the audience to reach. For example, when we look at the evidence shown to the public and the conclusions of political and media figures, we would be likely believe that the 9/11 incident in New York was a terrorist attack. Evidence presented by conspiracy theorists leads to the conclusion that 9/11 was an inside job. Without being an expert in building construction and physics, and without access to all the evidence, it is very difficult to decide who is right. The point of this

example is that I cannot bring myself to trust what anyone else thinks is true, without researching and having all the evidence in front of me, though that is usually impossible. This points out that it is often not possible to make a conclusive choice about many things in life, because we do not have enough pure evidence. We often end up having someone pacing and leading us into directions that person has predetermined. Now that I have this know this process of influence, information that I cannot verify will be remembered by me as data that may be helpful to know, and to be used or discarded at a later time for contemplation with related subjects.

Given the effectiveness of pacing and leading in programming the mind, I can understand how easy it is to get into a sort of herd mentality in thinking and responding to information. Since we are constantly being bombarded with communication in all areas of life with pacing and leading, I feel it is critical for anyone who wants to think cognitively to be aware of this strategic method of persuasion. I know that I no longer immediately respond to other people's influential techniques without questioning their intentions.

I remember reading a fantasy wizard book containing ten laws that were part of the wizard training. The first one was along the lines of, "People are unaware; they will believe anything they want to be true, or fear to be true." I have found this rule to be an accurate description of how people respond to information and how our minds functions. The people who have the ability to distribute collected data are able to pace and lead other people into reaching the conclusions they want, especially when they use beliefs, behaviors, and emotions in the pacing and leading process. I feel that pacing and leading is especially effective because people are not taught mental reasoning approaches to

thinking/analyzing and are unknowingly trained to respond to stimuli with their emotions. Many of us do not want to take the time to investigate all the decisions we have to make while trying to live an enjoyable life.

When I use some type of cognitive reasoning method (heuristic and Mind-Lines) and intuitive feelings tools to analyze what others are saying when they pace and lead, I have found myself much more accurate in anticipating their motives, no matter how convincing they are. In my past, I was one of those people who would more often than not follow one of the many rational explanations given by others, because I had no cognitive training and was focused on having fun instead of being concerned about the events that were happening around me.

I realize how difficult it is to be able to find accurate information without any type of spin, because of the agendas of the people compiling or presenting it. I have often watched television shows on Sunday mornings that discuss the leading political events in our country and around the world. It often happens that both sides of a debate are very convincing. The only solution that I can find to explain this is that the information can be manipulated to fit practically any rational conclusion.

Linkage Phrase

This is a predicate that sets up the material that immediately follows it as a powerful suggestion. When an individual uses a sentence that is constructed with one of these phrases, the sentence that refers to something in the immediate environment of the listener can offer communication on more than one level.

Therapy/individual

These are phrases that allow you to talk about one thing, and then to link it to something else. They may say something like, "it's just like when this used to happen" or, "that reminds me of the following" or, "my friend used to say this" or "I read a magazine that said" or "I also heard." Using these types of phrases sets up the material that immediately follows it as a powerful suggestion, especially if the speaker throws in trance words, embedded commands, or is leading you to a place where you can use other persuasion techniques. This method is a valuable tool in therapy, and easily abused with individual agendas.

Sales/marketing

In some marketing training methods trainers would talk about how a study by Bandler and Grinder showed that top salespeople who used the different types of hypnotic leading statements using conjunctions such as "and," "or," were much more successful than the ones who used "but." This is because a prospect who hears a sentence with the word "but" feels like cold water has been splashed on their face, compared to the word "and," or "or," will feel complimented because you liked their ideas. Using leading phrases adds even more power to a salespersons dialogue and what they are expecting or attempting to get you to purchase from them.

Political/religious

Linkage phrases appear to be used less often in this category than in therapy and sales. This may be because it could draw too much attention to the wording by others if certain phrases were used and noticed by the public, or because the speakers already have enough rapport to proceed effectively without using a transitional phrase. One does not

have to be a linguist to hear how political speaker are usually extremely vague in their answers so they can divert conversations into other topics.

Experience

I have learned that a linkage phrase can be used to prevent the critical factor inside the mind of a listener from being triggered. This keeps the conscious aspect of the brain from going into a defensive mode. In a defensive mode the listener shuts out new information and may not be willing to answer questions that are too personal. In any type of exchange of ideas, there seem to be switches inside our brains that can be turned off or on and that will open or close further interest in communication with others.

I have tried numerous types of communication. Ultimately, I have found two basic approaches: direct and indirect. Each method seems to offer its own particular benefits in dealing with others. The effectiveness depends on which method the listener prefers, the circumstances of the conversation, and the timing of the topic being introduced.

The direct style of speaking is used without a linkage phrase and offers the listener an immediate and clear idea about the intentions of the communicator, as long as the information is being given honestly. A large emphasis placed on the appearance and body language of the individual speaker because of the importance that is placed on first impressions. I have found that this method will allow participants in a conversation to decide very quickly if they want to continue the discussion. The main problem I see with this style of speaking is that sometimes people need to feel comfortable and feel rapport with each other before they become receptive to an exchange of interests. The critical

factor in the conscious mind of the listener may decide to shut down the discussion very quickly.

The indirect style relies more on pacing the listener's ongoing reality or using embedded commands and some other type of language buffer (often known as a "weasel phrase") before introducing the issue to be discussed. The goal is to set-up a question with a linkage phrase. This will soften any resistance by the listener to answering the inquiry or to sending the mind in the direction you want it to go. It is a non-confrontational style of communication designed to make a person feel completely at ease, even when answering a question that might be personal in nature.

Understanding these two styles of asking questions has given me the ability to adapt to a person's preferred method of communication. It also has allowed me to build rapport more quickly with people I am meeting for the first time. It is useful for "planting" a thought (state, process, or experience) within the mind of another person beneath the individual's conscious awareness.

I have found that "who a person is" may influence any interaction with another person, because the subconscious mind may recognize anchors unique to that individual, linking that energy or emotion to the other person. A person may remember an experience that created a powerful emotional response, and that will influence an interaction with another person. The more I learn about NLP and the way the mind can be programmed, the more I am able to recognize when language pattern are being used on me and the more I intuitively pick up information from other sources beyond body language and verbal communication.

Physical Tools

The subconscious mind tends to think in terms of similarities and differences. It is perceiving on multiple levels, is very perceptive, and does parallel processing.

Anchors

At the end of Pavlov's dog experiments, Pavlov could ring a bell without food around and the dog would begin to salivate, because the sound of the ringing bell had become associated with the appearance of food. The effect of anchors depends on the rapport present, the repetition of the anchor, the time period over which the repetitions are done, and the uniqueness of the anchor. Anchors can be visual, auditory, or kinesthetic.

Therapy/individual

Anchors can be used to obtain a resourceful state and can be found in the form of external or internal stimuli. For example, you could use a bracelet to anchor feelings of calmness and relaxation. Sounds can also be internal or external anchors. Many people use whistling as an anchor when they feel afraid or nervous and want to remain calm. A kinesthetic anchor could be touching yourself or someone else on the hand or other unobtrusive place.

In learning hypnosis, therapists are often taught to use two different voices: one for questions and general conversations and a different voice strictly for regression work. Once the therapist has performed trance work with a client several times and has used a certain voice tone, from that point on when the therapist uses that same tone of voice, the client will immediately go into trance because of that anchor. Many times a therapist will use one chair for interviewing and another for trance work to create an anchor.

An example of setting an anchor would be when a friend is excited talking about the vacation she just went on, and you touch her arm in a certain place while she is in that emotional state. Later on, when she is talking about some other concept that makes her very excited, you touch her again in the same place on the arm. If you do that enough times, eventually you can touch her arm and she will feel excited like on those earlier occasions. The subconscious sensory perception of having her arm touched by you becomes correlated to the feeling of being excited. If you were to then rub that same place at a later time, it could increase the intensity of the anchor that was set at an earlier time.

A gesture is a useful way of using the motions of our body to camouflage moments when we want to set an anchor that is not detectable by the conscious mind. People who do not use gestures in normal conversation have difficulty creating an anchor that is not obvious and detectable by the other person involved in an informal talk.

Negative anchors can also have an impact on people. Suppose a person is doing therapy on a subject that is heavily influenced by fear. If someone has a negative anchor that was already established or one that could be created, someone can activate that negative anchor whenever they desire and can also use the strength of the negative anchor to influence the direction of the therapy. As an example, a client in therapy could have an intense fear of trying out certain an activity like hiking. That fear could be used to developed a negative anchor, and be used to motivate their client to discover what it would feel like not to try a certain action, that would actually be a good benefit their life.

Sales/marketing

At www.essential-skills.com, Tom Vizzini who is an educator of NLP and marketing techniques teaches his customers how to make an anchoring map that is in the invisible space in front of the body. Any time Tom gets an individual into a certain emotion, he will anchor that feeling on a specific spot in the air. For example, he will be talking to a potential customer and elicits the values for the type of person that the client loves to do business with. During the conversation when Tom Vizzini feels the customer has developed an important emotion, he will make a comment about that sentiment and push an empty hand forward in a motion like he is giving the customer a business card. After a few strong feeling have been stacked and associated with that moving hand anchor, Vizzini will then give the potential client a business card using the exact motion of that moving anchor, thereby connecting those strong sensations to the card.

Political/religious

A picture or symbol that is universally recognized as a representative of something is defined as an icon. The object that represents a religion, school, or a country have strong feelings and emotions associated with them by the people who identify themselves with these icons, which makes them very powerful physical anchors. Many values such as honesty, purity, integrity, lawfulness, and truthfulness are connected to the authority figures and leaders of political and religious professions. Therefore, many people will usually accept any information distributed by these leaders as being true, without even considering the intent or agenda of the person involved.

Experience

Learning about anchors has made a big difference for me, because this information has answered many questions about why my emotions have been so attached to people, places, or things. In a sense, I think I always knew about anchors from occasionally remembering past experiences that had been filled with emotion and then experiencing those feelings again, but I had never understood the many ways an anchor can be set.

Now that I am able to create anchors using physical touch, gestures, and mental states, I find it is beneficial to be able to establish an anchor associated with a positive emotion with another person. That same feeling can be reawakened the next time I meet the person, without have to build rapport all over again. I can start the next meeting from the point that I said goodbye in the last encounter. If I can set this anchor, I will always be able to influence a person's internal and external behavior, making the time that we spend together much more enjoyable for both of us. This is especially valuable to me, since I always want to have a frame of creating the best possible experience in any interactive relationship.

When I look at the counter example of how anchors are established on me by outside sources, I want to make sure the anchors set are ones I want. This awareness has made me much more critical of the television programs that I watch and the radio stations that I listen to on a weekly basis. I find myself paying much more attention to the language and the violence in the shows, because I know that I go into a trance state when I am exposed to this entertainment, and I do not want unwanted material being injected inside my subconscious mind. Since I really do not want to be influenced by a television and the mental need to be stimulated by what it has to offer regardless of what is

showing, I now find myself watching less television on a weekly basis and being much more selective about what I view.

Recently I went to a relationship class where both of the instructors were certified NLP instructors. In the class, they taught how to anchor emotions by touching the physical body, which is beneficial. Since they did not teach anything in the class about how to relate/communicate effectively with a potential partner, the anchors seemed to be used for the purpose of manipulating another person's feelings and controlling the other individual. This appears to be a limited way of relating and avoiding actual communication and seemed to be very limiting from my experience in relationship, because it takes away the dialogue between individuals and replacing it with a trick. If they are going to take the time to teach about setting anchors, it is also important to let individuals know how to "not" set a negative anchor unless it is for a specific purpose, because all of us (especially me) at one type have been bad hypnotists and created undesirable anchors in past relationships.

In the future, I intend to become very proficient at setting anchors on others and on myself, but with the intention of making a person feel better when needed, and not with the intention of fulfilling any selfish needs or desires of my own. I realize there is no way to avoid setting anchors with others, whether we want to or not, so it is easier to take responsibility for our communication and to intentionally set the anchors on another person that could be a benefit to them at a later time than to try and avoid anchors. It is also an advantage to us as therapists to have positive feeling associated with us when clients reflect back on our interactions.

I know from my experience of setting anchors that they work and that there are many benefits from this technique. When someone is experiencing a bad feeling, activating an anchor can help to put that person in a much better emotional place. A sleep anchor can assist someone to relax when that person is in a restless state. There seem to be an endless number of possible uses of anchors that we can use to benefit both ourselves and others.

I have observed that I have a choice in how I let an anchor affect me. For example, when I have mentioned the words *manipulation* and *influence* to other people, they will more often then not give an automatic negative response to those words. Along with this I may notice a slight behavior change in the form of nervousness and closing off the physical body language. When I asked myself why this re action happens, I felt that we give personal power to the definition of words we have heard from others, without necessarily understanding what the words mean. The words become anchored to a negative response. Because of my experience with NLP, I see the words *influenc*e and *manipulation* as terms or labels that describe a process where we can create a good or bad experience. Why should those words have any effect on my emotions? Yet, I have observed that these terms appear to immediately turn on the critical factor of a person's mind, which might prevent that person from seeing a possible positive slant. If our mind is symbolic like a blank slate when we are born, basically our parents had a big influence on our unaware minds, teaching us their beliefs and frames along with setting anchors without any awareness of the fact, starting the process in the way we view the society and world that we live.

Level III

Conversational Framework

Themes

This is the overall framework of a conversation used in such in a way that you follow a series of topics so you can have a structured discussion over a long period of time.

Therapy/individual

Conversations sometimes drift off into vaguely related subjects, only to drift back to the main topic that began the conversation. Themes can be used to fractionate the conversation, to keep the focus on a topic that a client may not want to talk about and deal with at a particular moment, or for an individual to keep increasing the strength of a particular emotion that they are trying to elicit. I have seen may teachers keep a theme going by using metaphors and stories as described below.

Sales/marketing

Just about anyone who is selling something is using a theme to persuade somebody to buy a particular product. The salesperson will use different tools like testimonials from satisfied customers, take-away tactics like missing out on an opportunity, rebuttals like being able to make decisions for yourself, and so on. All of these techniques are connected to the theme that will convince the customer to buy. Books like *Unlimited Selling Power* teach readers to use the tools of sales hypnosis to build sales and describe many state-of-the-art training techniques. The emotional effectiveness of using these skills is one of the reasons that many people will feel buyer remorse after buying a product from a very influential sales person!

Political/religious

The major theme in these areas of persuasion is how individuals will benefit from all the resources that the political or religious figures have to offer within their work. The effectiveness of this theme relies on an indeterminate faith and trust that these individual will be able to fulfill their obligations as promised. Much of the time the ideas that they are talking about cannot be proven or there is no way to know if they will be capable of completing what they are promising. It is also interesting that most people identify these professions with honor, trust, and integrity, even though individuals have every reason to question the agendas of these profession because of past experiences with corruption, deceit, and betrayal, and the momentous effect these organizations have on our lives.

Experience

I found that themes are a good organization tool to explain or investigate a topic in a conversation. It is like a book with the outline at the beginning to introduce topics within an overall theme. A subject may appear to be unrelated to the discussion, but the information usually leads back to the main subject of the book. A theme to me is a way to keep the focus or trance state in a chosen direction and also acts as a focal point when the conversation drifts away from the subject.

All of the NLP tools discussed in this report can be used with any theme, and I find the combinations effective. Keeping a person focused on a specific subject will not only keep the dialogue in a certain direction, but I have found that it also encourages the introduction of new ideas and intuitions.

I have found that people appear to enjoy a focused discussion much more than a conversation that goes into many different ideas. Most of the time when I have had

conversations on various unrelated topics, the dialogue with individual that seemed to lose energy. As I experienced deeper conversations through themes, I found that I was able to develop of sense of what the other person is feeling on a more emotional level. I also find a deeper level of rapport developing with that person.

The theme of freedom is one of my personal frameworks that has shifted because of in-depth conversations with other people. Until recently, I was allowing authority figures and societal perceptions to determine most of what I believed to be right or wrong. After discussing the topic of freedom with other people, I now approach life with a fundamental frame of; "Most people (which is also my personal experience from my past) are accepting what society tells them they should enjoy, instead of pursuing what would truly fulfill them deep inside." This frame keeps my mind focused on the idea that I will make my own decisions and beliefs, regardless of the opinions and viewpoints of others in society that surround me.

Another theme that I have come to accept through conversations with others is that, "The only sovereign you can allow to rule you is reason." Ultimately, as an overall generalization, I do not need to look outside myself for answers or a sense of personal power. My anticlimactic realization has been that personal power and empowerment come from within through our reasoning abilities. Our imagination, by definition, is limited by what we already know. To expand our horizons and learn more about ourselves, we do go to others to learn what has been possible for them. I have learned that it is up to me to choose grand beliefs, wondrous convictions, noble purposes, and lofty ideals. When I recognize that I am the final source of all my meanings, beliefs, frames, and convictions, life will not degrade into apathy and lack of meaning. I realize

everything that happens to me in my life is my own doing. What I choose to believe, and what is important to me, is true according to my definition of reality. I do not try to be personally powerful, I do not act personally powerful; the idea is to be personally powerful from being congruent with what I say and do. I feel now that balance is found within oneself through the congruency between core beliefs and values that define "who you are." I now have an ongoing theme or frame that I contemplate: "The arrival of any new information and understanding that appears because of fresh realizations allows me the flexibility to alter the ecology of any frame when I discover any distortions, generalizations, and deletions within the framework of any ideas."

Stories/Metaphors

Religious leaders and politicians have used stories, metaphors, and parables for thousands of years. The lasting effects have been to influence entire nations, to change human history, and to act as long-lasting posthypnotic suggestions. Telling a story elegantly distracts the conscious mind and activates a subconscious search for meaning and resources.

Therapy/individual

Stories and metaphors play an important role in therapy and are a powerful technique to influence others. Anyone who has been told a story has been caught up in a strong emotion or has been reminded of a similar enjoyable experience from the past. It is easy for individuals to use their ability to imagine or visualize themselves in stories, which is why stories can have a strong effect on the mind. This is especially true if listeners are able to use their kinesthetic abilities to feel as if they are personally involved in the scenes being described.

An individual or therapist can have a character in a story make suggestions and commands, which might be very difficult or impossible for them to suggest directly. Milton Erickson would often use conversational hypnosis to make "parallel interventions," using hobbies or other interests in these metaphors to promote change within an individual. When people listen to a story, they tend to let down their guard and become less critical as they get involved in the story. We all have heard someone tell an adventure in the form of a parable and suddenly we find that we "go see a movie" in our mind, and for a moment it becomes our reality.

Sales/marketing

Stories can artistically incorporate all of the most powerful forms of hypnotic selling and can help sell products without talking directly about the product. Since there is nothing new or mysterious about stories, they do not make the customer suspicious. In fact, they have the opposite effect and help a customer relax. A sales person can then insert hidden action commands to motivate a buyer to purchase the product, which is one of the most subtle and powerful ways of influencing prospects. We see a variety of action commands like "call us now at this number," "buy now," "take advantage of this opportunity," "try this new product," and so on, that have been proven to influence a customer's decision to buy.

Political/religious

Religious leaders and politicians have used stories, metaphors, and parables for thousands of years to influence entire nations, and to change human history. Many traditions were passed down through stories that had a strong visual component and messages to teach and inform people before written language was available. Anyone who

has gone to Sunday school will most likely remember many of the stories that were told

that heavily influenced behavior for many years. People who listened to these accounts

may have never questioned the validity of the stories until many years after they heard

them, if they the analyzed or questioned them at all.

 Just about everyone in America has heard the story of Adam and Eve at a very

young age and many have considered the events to be true, even though there is no direct

evidence to support the narrative. If an individual looks at the deeper structure and

meaning of the account, instead of getting caught up in all of the imagery and emotional

content, they might find the inner intention of the story is one of warning an individual to

"obey authority, or you will be punished."

 This fear of reprimand by authority figures will influence people to use the

identification principle toward these leading figures, where they will not even question

the validity of the much of the information presented as facts. I have heard different

people reported that close to 95 percent of people are followers and only five percent are

leaders. Considering that imbalance, the power of persuasion becomes obvious. Our need

to conform to the dictates of authority figures may have practical advantages, such as

economic benefits.

 There's an old bumper sticker with the words "Question authority." To which the

response from many people is, of course: "Says who?" As that reply suggests, suspicion

of authority, however well advised, does not solve or clarify the problem of authority.

Whenever we want someone to heed what we are saying, we end up invoking or

assuming some kind of authority. Even the antiauthoritarians occasionally like to speak

with authority. In many societies, it is necessary for an individual to nurture his or her

powers of rational discernment and skepticism about the suggestions of teachers and

other authorities, because there is always the danger of putting too much trust in them.

> The truth is often avoided because it is ugly and unpleasant. Never appeal
> to truth and reality unless you are prepared for the anger that comes from
> disenchantment. Life is so harsh and distressing that people who can
> manufacture romance or conjure up fantasy are like oases in the desert:
> Everyone flocks to them. There is great power in tapping into the fantasies
> of the masses. (Greene, 2000, p. 263)

Experience

I still remember many of the first religious stories that impacted my early

framework of life. I started going to Sunday school at the age of four and was told about

Adam and Eve, the way God created the world in seven days, and the crucifixion of

Jesus. All of these narratives established patterns of behavior for me that were to last for

many years. Much of this occurred because even at age six, I accepted the frame that that

the belief of Jesus as our savior was necessary for us to go to heaven and avoid going to

hell for eternity.

Around the age of thirteen, I stopped going to church for various reasons, one of

these being that I started to observe how many people in church were not following the

stories and scriptures in the Bible. I even started questioning whether some of the tales in

the Bible actually happened either in the historical sense, and looking into the meaning of

the information as if it had a metaphorical connotation. I also noticed how the church

separated people by their characteristics. For example, if someone was not currently a

member of the church, that person was not allowed to take part in the eating of the bread

ceremony.

At the age of eighteen, I started reading books written by Carlos Castaneda, in

which people used a pagan-type process of astral projection to discover the spiritual

world around them. The stories he told always seemed to have an alternative meaning, because many of them involved a form of self-hypnosis and physical activities beyond the abilities of the physical body. This began my process of looking for the metaphor or inner meaning behind stories.

Around the age of thirty, I began a five-year study into Siddha Yoga and the five branches of its spiritual path. While involved in this study, I read the *Bhagavad Gita* but did not understand many of the teachings until I learned NLP. It amazed me that the two techniques described many of the same theories with a completely different language and set of definitions. Now when I go back and study different parts of the *Bhagavad Gita* I understand much of what the writers were attempting to explain in their language, and more of the inner meaning behind the obvious implications.

Hypnosis and NLP were my focus between the ages of 35 and 45, and while I learned the power and the trance-inducing effects of telling stories and metaphors, I also realized how easy it was to be taken in by the drama of a narrative without really questioning whether the validity of the account of being true or false. I also did not consider how a tale that started off with "Once upon a time" would often shut off the critical function of the mind, allowing the message of the story, if there is one, to go directly into the subconscious mind. The subconscious mind would accept the message as true without questioning the content, since questioning content is not its function or role.

After learning about the power of stories and metaphors I found myself going back and reevaluating many of the accounts that I remembered from the Bible and classes I had taken. I found new insights and enlightening interpretations in some of the narratives, along with the self-centered and manipulative intentions of others.

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In my NLP analysis of dreams and in the practice of poetry and visual art, I have found there are two types of metaphors. One is the personal metaphor. A snake is a personal metaphor for me that represents an individuals attitude towards sexual, and the type of snake represents just how intoxicating or strong the effect of a sexual experience is with someone. The other metaphor is the universal metaphor. One example I discovered is the butterfly to represent the growth of my soul (The caterpillar morphs into a butterfly with multicolored wings to fly.) Another example is the yin-yang (also known as "The Universal Symbol.") When the symbol was created 3000 years ago, Chinese artists had classified everything into one of those two categories. This symbol is also a major principle behind the study and practice of Tai Chi and used by many cultures in the world.

After reading the book *My Voice Will Go With You,* 1982 by Sidney Rosen, I realized how important story could be as a tool. Not only are the stories entertaining, they can convey many levels of understanding and can be used in conjunction with many of the tools that are described in this report. This allows a therapist, or anyone familiar with NLP, to use a metaphor to help make a conversation trance an effective tool for understanding situations and creating change.

The awareness of how effective and compelling a story or metaphor can be, has alerted me to use caution when listening to another person telling me a narrative on any subject, because of the effect a story can have on my belief systems. When I find myself telling a story or metaphor, I am careful to make sure that it is focused on the benefit of the other person and what that person is trying to accomplish in his or her life.

One day while I was watching television, I realized the power that a story has on a population because of the influence that stories have had over me in the past in the same fashion. I became aware that most of people in this culture goes along with most information they hear promoted as "facts" and "truth", because it is controlled by people who have power and money, and these viewpoints and attitudes tend to be everywhere, in newspapers, magazines, television, schools and colleges. The goal seems to never really have been to honestly appeal to reason or discover the truth, but to change attitudes and opinions. An example could be how our government talks endlessly about "spreading democracy," when in fact the main things being spread are the major corporations, which influence the US government decisions. The true motives seem to be the consolidation and expansion of control by the top major financial powers on the planet.

In my past, I experienced being denied the information needed to make a sound judgment, which made it practically impossible to be incapable of making a wise decision. This often caused me to be trapped in a particular beliefs system because I was denied access to the critical information they need to assess their situations. After a period of time, this psychological process seems to gradually weaken or eliminate the proper functioning of the internal mechanism needed to process any critical information. I actually tended to believe the stories that I would see on television or read in the newspapers. Because the stories are there and they are saying something agreeable, I usually accepted them as being true. I finally realized that there is no reason to assume what appears in the mass media is true; often it is not true, only partially accurate, or distorted in some way.

It has been enlightening for me to discover that factually, the media presents a filtered, edited version of reality at any time, and that version is often very far from a true presentation of facts and events. I discovered this to be accurate when I finally began to investigate the same subjects matter from various sources. The facts and stories are almost always altered in some way. The visual media seems to rely largely on story presentations with a strong emotional impact, which pull people into the themes and agendas that the newscasters consider important. I learned that ideas are accepted much more readily, and without conscious questioning, when communicated along with content containing highly charged emotions. An individual who has uncontrolled emotions very often removes any cognitive thinking abilities from the equation and is a poor vehicle for proper understanding.

Maybe because I have always been logical in my thinking, I have found that thinking and reasoning at the same time I am experiencing emotion provides the most accurate analysis of a situation. This was even more clear when I realized that most of what we think, believe, and take to be true is derived from second and third-hand information, and not based upon direct personal experience.

Patterns

As you **look at what I have written** in this skill building exercise and you **read each word**, you have thoughts, in your mind, about what I'm saying, very powerful thoughts, thoughts about how you can begin to **incorporate this material** into your everyday life. And as you have thoughts and have the feelings that you are having, you know that this causes you to **become really interested** and because of that you can **learn quickly** and begin **now** to **use it often**. And as you wonder about being able to **understand and learn** what I'm writing here, you begin to think about where in your life you can **use this process** and how to **achieve your outcome** by being able to **use this skill**. And you wonder how you can **set aside enough time** to **really learn** these skills to **improve your results** and **enjoy life**

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more. That would be OK wouldn't it? (Larry McLauchlin, www.nlp&hypnosis.com)

Therapy/individual

The pattern above is an illustration of the "pace and lead" format mentioned in level II, with some action and embedded commands words in bold type, that will influence a person to buy and use the NLP products. In therapy I have used patterns on subjects like safety, relaxation, confidence, trust, going into trance, etc. to influence the client on a subconscious level to be completely open to what I trying to accomplish with them, and to feel comfortable in the process.

If I were to focus my attention toward any individual who I want to know better, I would use scripts on curiosity, interest, excitement, fascination, etc. Patterns will get some amazing responses by themselves, but this technique seems to work best when you have a combination of patterns strung together leading an individual toward the final emotion or state that you need the person to experience.

Milton Erickson used a myriad of verbal schemes and guided imageries to help patients to access their own inner abilities to heal themselves and optimize their performance in many areas of their lives. Erickson demonstrated that language is an extraordinarily persuasive tool that can engender positive or negative change. It can also increase or decrease performance and increase or decrease physical and mental pain, or even help an individual to consciously control bodily functions that are usually not under control.

The patterns that have the most impact will usually be created in the moment when a therapist and individual are in rapport with each another, and the therapist has

identified their trance words of the consumer, and has identified the trance states the client needs to be led into. Many therapists do not realize that asking the right questions is a pattern that can compel the client to go into a deeper hypnotic state in order to access the memories and emotions associated with the answer.

Sales/marketing

Many marketing strategies are now creating exact scripts that are customized for certain companies or industries. Anyone who has a home phone has received calls from a telemarketer who is obviously reading when the marketer begins speaking. An individual can gain many insights about sales by focusing their attention to the different techniques that are being used over a period of time from telemarketing tactics. Observation of these marketing techniques is important, as successful companies would not spend enormous amounts of money developing a powerful sales presentation unless it is likely to be an effective method of increasing sales.

Political/religious

[T]oday's media-oriented politicians and spellbinders are often carefully trained by a whole new breed of specialist who are using every trick in the book—both old and new—to manipulate you into accepting their candidate.
 (Dick Sutphen, The Battle for Your Mind - *Persuasion and Brainwashing Techniques Being Used On The Public Today*
http://educate-yourself.org/cn/fundamentalistbrainwashing06jun05.shtml)

Sutphen also discusses how "conversion is a nice word for brainwashing...and any study of brainwashing has to begin with a study of Christian revivalism in eighteenth century America." Patterns are one of the major tools used by these different marketing professions to influences the thoughts and opinions of people because patterns are very hypnotic and emotionally driven. All of the linguistic tools from levels 1-4 can be used

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with these scripts to make them more powerful, including many other "tactics" that are found within Sutphen's Web site.

Experience

I learned to perform hypnotic induction techniques using patterns when I studied NLP. The importance I see of using patterns is that they influences people to use more of their kinesthetic senses of touch, sight, feelings, smell, and sound to go into trance or to experience what is being described to them. Using embedded commands and trance words in a script adds even more effectiveness to the presentation, and this technique is used often in marketing. I discovered this is a valuable strategy in accelerating change as well as shortening the period of time for a future trance induction.

From a personal perspective as a therapist, I think that if we are going to use these patterns to induce trance or change, it is extremely important to set anchors whenever we are working with a client to assist them in activating a particular trace state or feeling. This will enable a client to return to a particular trance or a feeling much more quickly and more easily. I also find that it is important to anchor emotions when speaking a pattern. This serves two important functions: One is that I can always fire off an anchor and bring back an emotion that the other person has felt when talking to me, and the other is that I know how to "not" set negative anchors on individuals, unless I want to use them for the purpose of turning the negative anchors down or off at a later time.

Understanding how a pattern works on an individual has allowed me to recognize the process in which different programming devices like television, newspapers, radio, and other marketing media influence all of us. Patterns are often used in the media to produce emotional reactions in the audience. I have discovered that people naturally

experience dissonance when they feel a lack of consistency or compatibility between actions and beliefs. If this is true, then a convincing market ad pattern of any type could help create a dissonance within us, making us feel a need to buy a product or believe a viewpoint in order to resolve discomfort, even though the product may not be needed and the belief may not be true or helpful, because believing seems to be consistent with the emotion raised.

I have often been able to observe the effect of different manipulation tools on my own emotions and reactions. I find myself avoiding these tools by avoiding many of the situations where these instruments are being used so that I do not have to concern myself with their influences, and because I do not want to constantly pay attention to the tactics and presentations in all communications I receive. To pay attention to them would be like listening to the arguments of a con artist or fraud, since the arguments and patterns presented in this way are often very convincing. Even my full attention would not be sufficient to notice all the assumptions and suggestions the statements contain. I have often wondered how much information a person can open up to without being influenced by the different manipulation pressures that surround us daily. The most obvious way for me to guard myself in a balanced way from influential programming mechanisms is to limit the time that I devote to the study of or access to the materials that might have an effect on my psyche.

Level IV

Nominalizations and Pseudo Words

These terms are similar in that they are written or auditory forms that look and sound like words, but do not actually reference anything. Both of them are also basically a linguistic distinction in the Meta-Model involving a process frozen in time.

Therapy/individual

If a speaker is ambiguous it tends to take an emotional response and a subconscious response for the listener to process the information. If you say something in a positive/negative way and in an ambiguous fashion, people listening are able to draw their own conclusions based on their own personal experiences. These terms are the dragons of the meta-model. They do not cause any trouble as long as you do not think they actually exist, because they delete so much information that there is scarcely any meaning left.

All of us have experienced an individual or therapist using a word that was actually vague to us (many words or nominalizations that end with an "ly") that made us alter our own definition and feelings associated with the word, even though nominalization may not correlate with the definition in the dictionary. It is very common for different words like cult, heretic, manipulation, brainwashing, and so on to be given a negative connotation. The people who are using the terms, who have added their own stories and projections on the words, have accomplished this even if the negative connotation was not the intent. Many times the word has been passed down through multiple generations with a less than desirable slant on the term.

By definition in any dictionary, these words have either a positive or a negative meaning depending on the circumstances. The meaning of the word brainwashing in the *World English Dictionary* is: inducing somebody to believe or do something, such as buy

a new product, especially by means of constant repetition or advertising. This indicates

that anytime we listen to a commercial, therapist, teacher, politician, doctor, mate, or

other individual and accept or buy what they are presenting us, that we have been

brainwashed, even if we benefit from the experience. If people were asked whether it is

acceptable for a person to brainwash another individual, most would give an immediate

negative response.

Sales/marketing

A few short catchy phrase used in advertising to promote products are "new value

added," "limited time offer," and "take advantage of this opportunity." All of these

expressions have a similar objective in that they want to create a fear of losing out if an

individual does not make a decision to buy the product being offered. It is also interesting

that so many different groups use the unpleasant feelings of apprehension or distress to

sell their product or concepts. Many times this method of selling would be considered

taking the sale away, because they get the customer to sell the product to himself or

herself, to avoid the regret of not making a purchase they feel they need or want.

This technique is also similar to using the indirect method of hypnosis to get a

client to go into trance instead of using a direct hypnosis approach. It can be useful in

some circumstances, but should not to be used unless the client would actually want the

results in the first place. It is extremely important to be truthful in all of our work, and

that it is proper to use this method under the conditions if there is a definite need. It is

unethical to use these powerful language patterns just to pull a reversal of a sale or to take

advantage of another person without them realizing a real personal benefit.

Political/religious

One example in the religious area is the term nonattachment borrowed from

Eastern philosophy. The Western meaning of the term nonattachment is ambiguous

because its meaning appears to have a definition of no emotional connection to anything

according to many western definitions which may be a misunderstanding of the term,

although it is used in this fashion. It is impossible to not be attached to something,

because we all have to eat, wear clothes, physically move, etc. to actually survive, unless

of course we are not mentally in this physical reality and someone is taking care of us

completely. If someone used the word no attachment as describing a state where there is

no fear attached to not getting or losing something they want, or where the item of

interest is not a need but a want, the concept would have a usable meaning. In a sense the

word has a rational meaning, but this example shows a pseudo-word is actually unclear. It

is a word that has no real meaning or one that is sometimes easily misunderstood. I have

heard many definitions of this word in the spiritual community and people actually seem

to identify with the word as having absolutely no emotional connection to anything, as if

there is a possibility of being in this trance state without the ability to economically

support one's self while in this physical reality.

A term from the political arena that is often heard on television is the phrase

"national security." denoting a type of secrecy. There is something a population should

not know for strategic or safety purposes. This sounds great and as though it could have

some definite benefits at certain times, but the term in reality is actually very vague and

ambiguous. The national security phrase seems to be used any time there is some type of

wartime strategy secrets, political turmoil, and possible corruption. It appears that any

time the individual in control do not want the population to know something even if

people would react calmly to the information, some politician will acknowledge that they cannot reveal something because of "national security." I have heard many people question the motives of individuals who use the national security explanation and suspect that something unjustified has been accomplished by these political parties, for the purpose of eliminating any investigations or questions being asked by the public. National security fits into what the concept of a pseudo-word because it can be easily used to cover up a wrongdoing, instead of withholding information that might cause public panic or revealing a military strategy.

Experience

There are many words used by all of us that have only a vague meaning, because a phrase can be made up of unspecified nouns that do not specify to whom or to what they refer. When a word has more than one meaning, I have often been confused about what someone was trying to say or express and had to ask the person what he or she understood the word to mean. This can be difficult because many people will talk at length and be irritated if they are interrupted too often to be asked about their meanings.

Many people (especially in the NLP community) will intentionally use a nominalization, which is a word that is a process word (or verb) turned into a noun. A nominalization causes the listener to make a quick definition based on intuition and internal experience. This can be confusing, but can also be an effective way of leading the directing a conversation. Before I began my studies with NLP, I did not know about nominalizations and did not ask people for their personal definitions. I was not conscious that I was instantly assuming definitions based on my past experiences stored in the subconscious mind. Now, when possible, I find out what meaning a person intends.

Pseudo words can be created when a word is transferred from one language to another. I spent a few years studying Siddha Yoga and eastern philosophy. Many of the terms that have been converted to English seems to have some distortion in their meanings, because the definition of the word in the English language often does not logically make any sense. For example, the word 'attachment' is heavily used term transferred from a Sanskrit word describing a process of 'having an absence of any' emotional connection to people and items in a person's life. I feel the actually word actually means the ability to recognize when something has too strong of an emotional connection to our mental states, in which our personal behavior and attitude will to be influenced by the fear of it's loss. I find this very similar to when a person is interpreting a story as a literal interpretation, when in fact I think that it was written as a metaphor in the first place. Therefore, I think that any word that has been transferred to another language always needs to be closely scrutinized.

I have found that there are people who will change or alter the meaning of a word to fit their own personal agendas. The technique is to take a word that people find acceptable, then to slightly alter the meaning so that people will easily identify with the expression. This increases the possibility that people will follow and use the new definition as their own, which furthers the purposes of the group leader. I will often try to investigate the previous use of a word or expression, usually from a cognitive perspective. I have experimented with this process and discovered that many groups create terms in their own language for their devotees to use. The followers accept it as a new meaning, because the definition is close to an existing word. The word 'attachment' described in the above paragraph is such a word that can easily be used for manipulation

purpose. I have had it used on me in the past in an attempt to remove any personal attachment from the viewpoints of personal friends and family from entering discussion about certain topics, and only having discussions about those topics within the group because they are the only one's who can really understand the information.

I have often felt so much confusion about the meaning of a word that I was frustrated trying to find a comprehensible meaning. I can easily understand why someone would take the easy way out and not even try to discover a definition. I am guilty of this myself—of not even trying to take the time to ask for clarity because of the amount of attention and effort it takes.

I think that nominalizations/pseudo words are important to recognize and understand, because I find that they are being used more and more in marketing materials. Anyone who lacks knowledge about these techniques is left wide open to the suggestive influences of these terms that look and sound like words, but do not actually mean anything. When pseudo words are used in an ethical fashion without the intent of making a profit or taking advantage of someone, they can be beneficial.

Relationships seem to provide many examples and forms of nominalizations. I see the word jealousy as an illustration of a word that does not have a real meaning, since jealousy is not an experience we have, but more of an emotion that occurs because of a process that we have trained ourselves to experience. I remember seeing a television program on some of the tribes in the Amazon forest. Before any outsiders entered the villages, these people had no emotion that would be described as jealousy, because it was not in their terminology. After foreigners started to define the emotion or belief, the

people in the tribe started to feel jealousy and insisted their mates have no more sexual relationships with other people.

I have observed myself in the past when I seemed to be stuck emotionally thinking or viewing something like a "relationship" as a thing. In my present understanding it is usually only a silent agreement made up by vague terms that everyone in society interprets differently. Relating is a process, so when someone says, "I am in a relationship," it is a nominalization, because it is a noun that refers to a process. When I used to view myself as being in a "relationship," I would often put behavior control mechanisms around my partner and myself by implied consent, without first agreeing on what exactly we are allowed to do or experience with other people.

I think that all of us are conscious entities, who have the ability to reason, think, initiate action, choose to act morally or immorally, attach purpose, meanings, and assign reasons to everything we see around us and do. This is often difficult to understand, because we tend to become confined within our own strictly defined belief systems (which we do not recognize as belief systems but see as truth), but seems completely true nonetheless.

I have found the world at any time appears to be the sum-total of what people conceive it to be. When individual including myself have unclear understandings based from pseudo words, nominalizations, ague notions, incorrect conceptions, and false beliefs about themselves and others as a group, the citizens follow accordingly. If a leading power in the world is able to influence or force their framework upon the humankind, whether it right or wrong, materialistic or spiritual, for the world benefit or their own, this is likely the framework that the rest of the people will follow, until enough

resistance is felt for the counter influence to take place, and is able to resist or refuse aspects of the potentially unhealthy frames.

Presuppositions

When speakers utilizes the presuppositions found in "Appendix A" in speaking or writing, they are able to make statements and have the basic assumptions contained in that statements acknowledged by the hearers' subconscious minds and accepted automatically as true. Presuppositions are powerful tools for manipulating others. To defend against them one must know how they are used, how to detect them, and how to respond.

Therapy/individual

Language is structured and understood by our minds in such a way that when we are communicating with another, we are constantly making deletions, generalizations, and distortions while speaking and also when listening. This is helpful in many ways, because it allows us to take considerable less time explaining or conveying ideas to anther person.

There are also disadvantageous to this type of exchange of ideas because important details may be left for another individual to assume based upon their experiences and understanding. Many therapists have difficulty discovering the answers they need from their clients to completely understand the clients' concerns, because the therapists have no training in linguistics. Everyone has had the universal experience of being misunderstood when explaining something to another individual and later wondering just what went wrong, especially if the other person did not have the ability or desire to ask questions for appropriate feedback.

Linguistic presuppositions occur when certain information or relationships must be accepted as true in order to make sense of a particular statement. For example, to understand the statement, "as soon as you stop trying to sabotage our therapeutic efforts, we'll be able to make more progress," one must assume that the person to whom the statement is directed already has been, in fact, trying to sabotage the therapeutic efforts. The statement also presupposes that there is some kind of therapeutic effort being attempted and that at least some progress has been made. Similarly the statement, "Since they leave us no alternative, we must resort to violence," presupposes that no alternative in fact exists, and that "they" are the ones who determine whether there are alternatives or not, therefore the only solution is violence.

Sales/marketing

Below is an example of presuppositions and the assumptions contained with the sentence created by Larry McLauchlin. [http://www.nlpandhypnosis.com]

> I'm not sure whether you have realized or not, yet, that to improve your new and your present relationships, it is vital first to create and maintain rapport. Is it not this knowledge that will cause quantum leaps in fulfilling your relationships? Is this not so? (Tonality downward - as a command) (Larry McLauchlin, www.nlp&hypnosis.com)

> What is being presupposed here by Larry McLauchlin is:
> • 	you may have realized ....
> • 	you will have realized (yet)
> • 	you have relationships
> • 	you can improve your new and present relationships
> • 	creating and maintaining rapport is vital
> • 	the first thing to do is create and maintain rapport
> • 	there are other thing to do (after first)
> • 	this is important knowledge
> • 	this knowledge will cause quantum changes
> • 	this knowledge will assist in fulfilling your relationships
> • 	this is true (Is it not so?)

Even if the hearer has a good understanding of presuppositions and their use, it is

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practically impossible to comprehend all of the assumptions while listening to another speak. The subconscious mind will therefore automatically accept the presuppositions as true. The patterns above will not only cause many statements to be accepted as factual but also the listener will usually go into a deeper trance state from the hypnotic effect of the language patterns and embedded commands.

Political/religious

During the 2004 presidential elections campaign, many people viewed a commercial on television presented by President George Bush. He was talking and showing pictures about the war on terror, the memorable day of the 9-11 attacks, the terrorists in Afghanistan, and Saddam Hussein in Iraq. At the end of commercial, his voice made a statement like, "We did not start this war," attempting to create a link through different presuppositions in the commercial that Iraq was involved with terrorists and that was the reason we were at war with them. To this day in August of 2005, there is still no definite proof that Saddam Hussein had anything to do with the attacks on 9-11 or terrorists, but because of the assumptions that resulted from the commercial, many people believe that Saddam Hussein and Iraq had some type of involvement with terrorists and the 9-11 attack. There have been many such tactics used by many candidates to help them compete for a political assignment.

Individual who are involved with religions similar strategies in their attempts to increase their congregation's size. One of these is for churches to claim that their system of belief and worship is the only way for a person to be saved. When an individual investigates the study of manipulation, they will find that religions use all of the tools that I have discussed in NLP in some fashion. Like the earlier conversation on cults within

this dissertation, if a person were to look at the creation of any religion in existence, they would have to be considered a cult even by their own definition, which contains presupposition at some time in history.

Experience

I now understand how I have taken ideas for granted in order for communications to make sense to me and that those ideas were based on many assumptions. I realize that I never really paid attention to these non-verbalized suggestions and that I have accepted many of them as true because I never questioned the underlying assumptions. I have found that it was not any one expression or set of assumptions that has had a powerful effect on me but beliefs created and reinforced with repetition over a long period of time that create the major changes.

An interesting aspect of silent presuppositions is that we can sometimes find ourselves making assumptions about others, even though there has been no verbal communication of agreement. For example, I remember an occasion when I asked a woman to go out to join me in a certain activity, and she said it would be fun to go out on a date. After having an enjoyable time with her at the event, we ended the night with a standard kiss in front of her house. The next time I saw her, I discovered that she had the impression we were dating, because of the comment she had made during the night. She assumed a dating default frame, and since I did not question what she said, I had, in effect, passively accepted it. She assumed a boyfriend/girlfriend connection with me when I accepted her frame through inaction. Another time I went to observe a woman I knew who was teaching a class, because I was curious about her teaching skills. Later,

when I asked her to join me for a hike, she said that she could not join me because I was now a student of hers.

In hypnosis sessions I have found that it is good to remember to use a presuppositions any time I want someone to do something. Presuppositions appear to have a very powerful effect on the mind without the subject's conscious awareness. A therapist can ask a subject if that person "could imagine" a color about a feeling that they are having in a session. It will be a coin toss whether the subject can see a color or not. Yet, even if the subject cannot see a color, that person will most likely imagine a meaningful color because of the therapist's presupposition.

It was has been very beneficial for me to discover that I need to avoid interjecting my own personal presupposition frames and feelings into conversations with others. While it is critical to calibrate and notice the reactions of another and to determine what that person is actually saying, there are no good or bad responses, so it is important that I do not inject my views into the situation. I take whatever I get and use it without judgment or interjection of my own frames into other people's beliefs.

My understanding of how presuppositions are used has made a big difference in the way I analyze what people say, especially when listening to preachers, sales/marketing presentations, politicians, and gifted speakers of any type. I refuse to allow myself to be heavily influenced by people who like to embellish the truth to the point of lying. I will no longer sit back and let another person dominate a conversation just to be nice, because people who approach me talking fast or who try to create a momentum in a direction opposite from what I desire are not showing me respect. I now have a foundation that enables me to interpret what another person is saying, and I will

not be taken advantage of. This does not mean that I will no longer make any mistakes about what people say and do, but that I have reasonable level of adeptness at understanding what is being said or not said, and so I have the flexibility to deal with and understand people.

Identification

> It is not that *identification* is a bad or unhealthy thing, but that to *identify* with something and to use it as part of our self-definition *without awareness* then invests that thing (whether a person, event, experience, idea, concept, memory, emotion, etc.), with incredible neuro-semantic power. This explains why the "logical level" of identity (identifying) so powerfully affects our thinking, emoting, behaving, speaking, and relating. Whatever we *identify with* forms us into its likeness and image. So be careful what you identify with. And when you identify, recognize that you are doing so and do so with a degree of tentativeness. (Hall, 2001, p. 188).

Therapy/individual

Identification is normal human behavior. You may identify with your occupation, your possessions, family members, mentors, and with your country. You may identify with your beliefs, with your emotions and with your ideas. Identifications have strong consequences. You may live and you may die in the process of defending your identifications. Many advertisers, governments, schools and parents use similar if more subtle techniques, better described as a combination of persuasion, propaganda, coercion, conditioning, and restricted access to information.

It is common to observe an individual who associates himself or herself so strongly with an idea such as religion, ethnicity, profession, and so on to the point where it seems to engage them in a false-to-fact mapping, in a sort of isolation or exclusion of other possibilities. When I bring up questions that conflict with what others have been taught, I am often met with uneasiness, and anger, and sometimes the conversation is

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ended when people do not want to discuss the topic because of fear or because of their

critical judgment factor. An identity that is strong without reality awareness seems to

create a sort of insanity, because of the inflexibility of the thinking in these types of

situations.

> It is perfectly possible for a man to be out of prison, and yet not free—to be under no physical constraint and yet to be a psychological captive, compelled to think, feel and act as the representatives of the national state, or of some private interest within the nation, wants him to think, feel and act.
> The nature of psychological compulsion is such that those who act under constraint remain under the impression that they are acting on their own initiative. The victim of mind-manipulation does not know that he is a victim. To him the walls of his prison are invisible, and he believes himself to be free. That he is not free is apparent only to other people. His servitude is strictly objective. (Huxley, 1958, p. 23).

Sales/marketing

Many spiritual teachers have used the identification strategy to build or maintain

the commitment of their students to their cause and philosophy. One popular statement is:

"If you were not advanced along the spiritual path, you would not be in this study, and

most other people will not understand the teaching we offer." I also have read that this

special group method is a part of just about every group programming tactics.

Another example of an identification technique is the use of well-known names

like Jesus, Krishna, Buddha, Yogananda, and other highly respected masters, where the

teacher associates himself or herself with these names by self-pointing anchors or

hypnotic language patterns. This identification causes the student to imagine that the

educator has the same amount of knowledge and ethical morals of those other teachers,

who are people he or she wants to be identified with. The students, therefore, will

probably not question the truthfulness of the instructor's personal claims. These

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identification techniques are effectively used in sales and marketing as a way of promoting themselves and their products as unique and desirable.

Political/religious

If we observe different governments around the world, we find that they are in disagreement much of the time. It is as if there is a requirement to find differences instead of discovering what we all have in common. The main reason for this is that we are taught to identify with countries, philosophies, beliefs, and reality structures to define ourselves, instead of thinking and testing any belief's reality and validity in terms of whether it is beneficial to our lives. It often appears that there are control mechanisms placed by governments and people with monetary power to prevent the overall population from obtaining their higher thinking potentials.

We cannot solve a problem if we do not know that it is there. As we become aware of all the manipulation methods around us all the time, we can begin to sort through an overload of information and make conscious choices for ourselves. We do not need to blindly obey power and authority figures, especially those whom we suspect of corruption. We can stop believing the media. We can let go of old heroes and find healthier ones or, better yet, become our own hero's. As we become familiar with the different techniques of influence around us, we can choose not to be controlled. Awareness gives us choice.

> People have an overwhelming desire to believe in something. Become the focal point of such desire by offering them a cause, a new faith to follow. Keep your words vague and full of promise; emphasize enthusiasm over rationality and clear thinking. Give your new disciples rituals to perform, ask them to make sacrifices on your behalf. In the absence or organized religion and grand causes, your new belief systems will bring you untold power. (Greene, 2000, p. 215).

Experience

When I look back to the time when I was growing up in Oregon I remember identifying with my parents, like most children; I also identified with my church, the American flag, and the personage and adoration of Jesus Christ. As with all things that become important to us, I was trained to become emotionally defensive if someone disagreed with my point of view about any of these things. These programs for an emotional response to the things that I identified with became established by the age of seven.

As I grew older I identified with more things, like school sporting teams, the professional sports teams that I liked, friends, material possessions, music star, and so on. Although I had emotional bonds with my identifications and felt angry when someone disagreed, I did not feel the intense anger that I noticed in many others. I have always been interested to see that some people are willing to have a physical confrontation over these different choices, even though I have been faced with the same temptation at times myself.

I have been amazed to see fights break out during major sporting events in which people are seriously hurt or killed. It has never made any sense to me to have a conflict over something that has no real effect on a person's personal life—just bragging rights about who won. This seems to me to result from pushing competition as a way of life beyond the actual needs of an individual and the advancement of civilization.

Studying NLP and hypnosis has taught me the real power of identification and the process of creating this experience within a person's life. Because of learning about the principle of identification, I remember watching the Pope on television and the people

waiting in line to have a glimpse of his body after he passed away. Weeks later I watched the process of a new pope being elected and I thought, "Here is this person who was picked out of hundreds of cardinals next in rank to the pope who has just died, and suddenly because he was selected as the new pope, people now believe that he has the ability to be the direct link to God and that they owe him some type of idolization." The ceremony and the lavish attire seemed to present this occasion as very important in the lives of everyone involved, which in many way it was, thereby creating a possible new identification with the new pope. I could just imagine being present at the ceremony, feeling the energy of the crowd and the immense visual stimulation that the ceremony presented in a powerful way.

Politicians and leaders of organizations try to present an important image to attract identification. I have realized through studying NLP that this is designed to overwhelm people with the importance of the image to take advantage of the way people have been conditioned to respond. If individual understood the principle of identification like I have learned, they would probably react like me and not be nearly as acceptable to the affects of these types of rituals.

I have observed the same process of identification used in marketing, which uses athletics, actors, and rock stars in the media. Just because people have one special talent that makes them popular does not mean that they should be idolized. In fact, it seems absurd to me. I have observed people arguing, fighting, from engaging in profound admiration of an individual and felt that we are unaware of the effects of unwarranted identification with people we really know nothing about.

Understanding how the process of identification occurs has allowed me to understand the emotions that happen within myself anytime I start to admire someone beyond the level of appreciation of who they are. It has allowed me to use my reasoning ability to put thoughts and feeling about anyone into a proper perspective.

Hypnotic Language Patterns

One way of achieving trance states by harnessing and using the hypnotic language patterns found in "Appendix C" is to make use of the power and the structure of the mind. There are many books that examine the structures of the hypnotic sentence, and the very cognitive dimensions that allow hypnotic language to be effective in shifting our minds' models of beliefs. When we learn how to create effective hypnotic scripts, we will find that it the script provides language patterns that investigate beliefs, frames, time orientation, perception, spiritual matters, states of mind, and so one and the language applications that emphasize the importance of NLP principles and cognitive factors. A hypnotic pattern can be found in Level III under the "Pattern" category.

Therapy/individual

I first discovered hypnotic language patterns from readying the book *The Structure of Magic* and its study into linguistics. (Bandler, Richard, & Grinder, John, 1975.) I realized that in the past my speech patterns had been content orientated and that I needed to begin using a process language system to be more effective in hypnosis. After practicing many of the different presuppositions in "Appendix A"' and terminology styles in the hypnotic language patterns found in "Appendix C," I found that people responded much better to the ideas that I was trying to present to such an extent that I began to appreciated how valuable a tool process language is in hypnosis.

Now when I listen to people when they are speaking, I can notice the structure of what they are actually saying, instead of listening to all the content words that are actually distracting, like mental chewing gum. It has been a surprise for me to hear qualifiers, "Appendix A" words that are used in many hypnotic language patterns, from many of the better-known speakers when they are marketing their materials, many of whom are known for being spiritual. I usually wonder if they are using these words like always, only, never, etc., accidentally or on purpose.

Sales/marketing

One of the new styles of promoting NLP in marketing is for the advertiser to write a sales script using NLP techniques. If the writers are indirect when they compose their articles, they will write their hypnotic writing patterns without using any obvious method that would jump out of the page for the reader to see.

Many of the articles written by marketers especially for potential NLP clients, will use a direct style in that the embedded commands and power words will be in bold. Excitement building nominalization words will be in bold, important directions in large letters, important selling question sentences in red ink, products in blue ink, and so on. All of this is an effort to make the different NLP tools being used obvious to the reader as a different feature used inside hypnotic language patterns. It is easy for an individual to find himself or herself being drawn into the imaginary and emotions that both the indirect and direct methods presented.

Political/religious

In his spiritual instruction book, Li Hongzhi who is the founder of the spiritual group of Falun Gong constantly uses many presuppositions, especially in the area of the

quantifiers—(all, each, every, some, few, many, none) found in "Appendix A." (Hongzhi, Zhuan Falun, 1997) Li uses these words repeatedly throughout the book, claiming that he is the only one who can perform certain duties for his group of people, even to the point of having supernatural powers and abilities. When I informed a few of his devotee's exactly what Li is doing, they accepted the words he is using and rationalized his use of those terms. After I informed them of the diverse manipulation techniques he is using, they either refused to listen to what I had to articulate, or they rationalized within their own thinking that it is okay for Li to use this strategy because of the amount of people that Li will save through his teachings, even if he is using brainwashing techniques. The problem I find is that most of his students act like he is some type of god, has all the answers that will save them from death, and giving him power over their personal decisions instead of finding the answers for themselves. If this guy were as powerful as he claims, he would absolutely have no need to use hypnotic language patterns and presuppositions to influence his audience, and well as the use of his many other persuasion techniques?

Experience

It was a challenge for me to make the conversion from a "direct" style of speaking to using pattern language and other hypnotic devices. By using hypnotic pattern tools, I mean communicating with another person while using the device—embedded commands, double and single binds, presuppositions, and universal qualifiers—found in "Exhibit C," intentionally and gracefully. This difficulty was probably because we tended to speak in a direct fashion in my family, and we were clueless about any of the tools that could create pattern language.

After I began to study NLP, I discovered the potential of using hypnotic language processes to connect with people in a more personal way and seems to address the structure of their personal experience through the use of language. I realized that these modes of communicating would be important in all areas of my life, especially as a therapist. These language patterns would enable me to take people deeper into their memories and draw out new meanings from their subconscious minds in a natural way.

Hypnotic language tools have also improved my understanding of how a person accepts beliefs and frames. This has enabled me to assist people go deeper inside their minds, using experiences that are congruent with the pattern or theme being given, to introduce a new way of understanding or viewing their frame or situation. To me, it simply relies on perception and the cognitive processes that utilize what the person perceives, which adds to the experiences and options that the mind can use.

I know when I listen to hypnotic tapes that use hypnotic language tools inside patterns with vague indirect directives, instead of direct commands; my mind comes up with fascinating insights. For some reason, I find that listening or using direct commands on myself through tapes or autosuggestions, does not use my imagination to create the same level of personal change as indirect instructions do.

Investigating hypnotic language tools in order to understand beliefs, frames, perceptions, trance states, and spiritual ideas has allowed me to identify and discover weaknesses or strengths about who I choose to be as a person. Change happens when I am able to get away from the idea of being inside a box with its limited perspective, and to think about all the options that exist looking outside the metaphorical box. When I can do that in a cognitive fashion, I can find more resourceful alternatives. I find that

understanding the tools that create frameworks within the mind helps me to become a meta-detective and to step aside from my thinking and feelings to recognize my thoughts, emotions, behavior, and the episodes that are incongruent with each other.

Using hypnotic tools to investigate my beliefs, frames, perceptions, trance states, and the spiritual ideas that combine to create my personal framework, has provided many insights and new frames of references that have improved the quality of my life. After reading the books *Frame Games* and *Mind-Lines* by Michael Hall, I discovered a greater clarity of how hypnotic tools operate and how the mind functions. The more that I develop my personal abilities in this area of frame analysis, the better I get at analyzing situations and understanding the dynamics involved in the modeling process. I get better at observing and replicating the actions, skills, knowledge, and states of individuals. This involves eliminating the emotional and attention-grabbing words and looking for the structure of the message, taking out the personal aspects of the account that carry strong emotional feelings. In other words, I keep the critical factor of my mind turned on, looking for associations, presuppositions, nominalizations, pseudo words, symbols, and other perceptual tools that might influence me.

I remember hearing a few times over the years that we are always in some type of trance state and are usually mentally engaged and focused on something. To me this means that every moment in our lives, we are switching from one level of trance focus to another, depending on what we are hearing, seeing, reading, or thinking. Therefore, I feel that it is important to know how hypnotic language tools of any type can have a strong influence on the way we think and act, and also to discover how we have come to accept a certain frame or belief.

Symbols/Associations

The human brain has the marvelous ability to give meaning to pictures with words. The same empowerment process of adding vitality, energy, and new resources to a symbol that enables someone to take effective action, can also be used to create a frame of mind so solidified in our mind-set or attitude (identification), that it then limits our resources and choices, thereby giving the symbol even more power and influence over us.

Therapy/individual

In therapy, it is very common for a therapist to associate an individual with an experience by creating a strong emotion, and then linking that built-up energy with some type of object or image, thereby creating an anchor. An anchor that has been already established can be reactivated at a later time by some type of manipulation of the object or image, and the individual can again re-experience that same dynamic emotion. A person could experience five really strong emotions and anchor these resourceful states to the same finger, and come into contact with all five of those emotions at the same time by rubbing that finger.

There are also methods that an individual can use to associate himself or herself with a symbol without anyone being aware of it. A teacher for example could print out a pseudo-word, like mind psychotherapist, on a piece of paper and tape it to a chalkboard and then write his or her name next to it in chalk. Whether or not there is such a credential, anyone who sees this and knows the instructor will develop an association between the teacher and the written implied meaning.

A coach could go into a pattern naming some highly respected individuals who have powerful identities, and start using presuppositions like "and we are planning," or

"all of us have jobs," or "our objective is," and thereby develop an assumptions of association. The teacher could also use self-pointing techniques; to anchor those highly charged emotions that a person is feeling at that particular point in time. A self-pointing technique is used by talking about a certain topic, symbol, or emotion, and pointing at oneself or another while in the process talking.

Sales/marketing

Many years ago the Lexus automobile marketers started making commercials comparing their car to the already established Mercedes automobile. If the potential customers or viewers accept this association between the two vehicles, the visual Lexus emblem also became anchored to the symbol of quality and dependability that Mercedes represents. Comparisons are often made suggesting equal or superior benefits between similar products.

Developing a name association to an image or feeling is one of the main tasks that an individual in marketing is attempting to establish. This is especially true within the different income brackets that many people find themselves in because of affordability that marketer's try to associate cheaper products with more expensive ones.

Political/religious

Usually when we drive by a religious institution, we either see a symbol or building structure that identifies it with a spiritual belief system. When we see someone wearing a symbol like a cross, we believe that person sees himself or herself as a Christian based upon the teachings of the Bible. Also within each religion, there are rituals and set of established and fundamental beliefs relating to the religion, and a structure that the members follow when they are attending or practicing their own form of

spiritual belief. The symbols of the church, the rituals, and the teaching all can have a powerful effect upon an individual. Striking images and grand symbolic gestures create the aura of power and everyone responds to them.

The individuals who have a very strong identification and association with these objects and principles can be very closed minded about other teaching principles and even become violent, if their beliefs and attachments to their church are threatened. One needs only to research many of the religious wars that have happened throughout history, to realize just how powerful symbols and associations are.

Every country in the world has its own personal flag, which is a symbol for its particular beliefs systems and culture. The flag is a very strong identification principle for the people of America. The American flag with its fifty stars represent freedom. From the moment we are born, we are taught to have strong respect for what the flag represents. Just by having a flag in the presence or background of any gathering people will feel a subconscious reaction to the flag, even if they are not aware of the effect.

Experience

The main symbols that I was aware of when I was growing up were the American flag, school symbols, teams uniforms, or some type of uniform that indicated an organization like the military. I never gave much consideration to any feelings associated with those symbols. My feelings were usually low-level, so I thought that the symbols were merely forms of identification with no real power or influence over me.

This changed when I began studying dream interpretation and learned that the mind works in symbols, and also that words are symbols. I was much more interested at that time in the theory that dreams would give me insights and new perspectives about

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myself, and the theory that we are everyone, everything (symbols etc.,) in our dream, just with a different point of view. Some aspects of dream interpretation made sense. I am sure that most people will observe how long hair in men is either associated with magic/divinity (old symbolism) or the "bad boy" image (new meaning). It is hard to imagine a wizard with a military type haircut.

After understanding the power of symbols through the study of NLP, I realized that all sorts of behaviors and modes of thinking are anchored to symbols, for example, to a uniform since at one time I was an officer in the National Guard. On military bases we can see unit crests and other organizational symbols in great profusion, and people in the military come to see these symbols as representative of them. In the military the type and rank of the uniform someone wears has a direct influence on how others behave. I find there are consequences of reacting to authority improperly: being punished by the organization or reacting automatically in response to the mere symbols of authority rather than to its substance. I have found this same type of behavior in myself in the past that is reactive can also be observed in any area of society and circumstances with the introduction of symbols and associations.

Through NLP I have discovered a sort of symbol fractionation, which is the process of eliciting deep values, associating them with a symbol, and then suggesting changes to the symbol in order to reflect/cause changes to the underlying values. This is a standard therapeutic process designed to sidestep resistance to change when dealing with problems/distortions on the identity level. I find when used in that context, this technique can result in very powerful change in a single session. This technique can also be used to create an attachment to people using the technique for self-centered reasons. This is often

done for the purpose of mentally controlling the other person's behavior, especially sexually, and this can have far-reaching and negative consequences.

Once I understood the powerful ways in which symbols and associations are used to influence people it was important for me to contemplate the ethical uses of these devices, and the long-term effects. I tend to think that symbols and associations are the metaphorical cement that locks the box around many restricting beliefs or frames. Many times the ecology outcome that is created seems to be a state of poor adjustment between reality and illusion.

When I observe the world and what people accept as true, it never ceases to amaze me how the ideas, beliefs, values, decisions, memories, and language that shape and color our perception, are accepted and held so tightly that we get defensive when our points of view are questioned. What if often very comical to me, is that I used to share many of the same mental frameworks in my past choices and experience. We often will not change our personal models of the world, even when there is overwhelming evidence that our viewpoints are erroneous. I know that much of the time these responses comes from fear and an attempt to avoid dealing with the confusion that results from altering frames and beliefs, but the empowerment that we can receive from adding vitality, energy, and new resources to our lives may be worth the effort.

I recall talking to a friend about death and how most people do not want to investigate the reality and fear associated with this subject. Instead of facing and seriously talking about this eminent reality, most people seem to find a symbol or association to provide an answer for this aspect of life, symbols and associations that cannot be proven and rely entirely on faith. For many people, what happens after death is

the reality provided by a religion! They will fight to protect this point of view and will not allow themselves to actually consider other possibilities, or even an in-depth analysis of the ideas they believe in. It was only after I began to study out-of-body experiences that I really began to seriously investigate death. I feel that this was because it was the first time that I had any information that might be somewhat accurate in regards to what happens to us when the physical body is no longer functioning. Since most of the time individuals are only given vague information about what happens after death, I can easily understand from my own experience before my out-of-body knowledge, why the discussion of death would be avoided.

Since people seem to accept frames and beliefs like the topic of death so strongly and easily without a flexible cognitive approach to thinking, symbols and associations may be the most powerful of all the hypnotic language tools available. If the process of eliciting deep values, associating them with a symbol context can result in remarkable permanent change within a single session, then a government/society could use the similar techniques to keep it citizens in an overall similar framework or model of the world, especially if the process is designed for the purpose of programming individual's to follow instructions and avoid thinking for themselves about fearful subjects like death, which can actual help an individual gain clarity about what life is all about.

Frames

The world people live in emerges from the frames they inherit, absorb, and construct. By our conversations and thinking, we enter into the "universes " that we then inhabit. (Hall, 2001, p. 313)

Therapy/individual

Once I learned about the definitions and philosophy of frames, I realized that by the time I entered grade school thousands of frames had been imposed on me. Some of these frames were very beneficial and some of them negatively affected the way I socialized in society. Most of the time I was unaware of the way they were operating. Because I automatically accepted many beliefs before I had developed reasoning abilities, I had established a structure or system for I developing and accepting frames before I had the ability to think for myself. This meant that the process of creating frames consisted of using the beliefs of authority figures, family, peers, and society without bothering to check the ecology of the frames, thereby inserting generalizations, distortions, and deletions acquired from other people's beliefs into my personal model of the world.

From observing my life, I have concluded that experience is created from our beliefs and convictions. Events often happen to confirm a belief we have already accepted. This creates a loop or representation that goes back to its beginning, supporting what was given to us without any type of frame analysis. This confirmation increases the influence that the frames exert over life's experiences.

In a sense, I was manipulated because I accepted what others thought without using any cognitive reasoning abilities to analyze the information. (This does not imply a negative intent, since many of the beliefs and frames given to me were good to have.) This developed a frame of mind where I use the process of repeating and habituating a frame of reference, and sending my mind and emotions out to a particular referent again and again, so that I begin to view the world and all of my experiences through those programs or perceptual filter.

Once this happens, a belief appears to defend itself. I believe this is why we put ourselves in a "box," unwilling to even listen to anything that disagrees with our point of view or is outside our framework. When a concept becomes this solidified in a belief system, it becomes the characteristic mindset and personality and has even more power and influence over us.

If we find a good therapist or develop our own frame-clearing skills, we can dissolve or clear out a frame that is not beneficial to our model of the world. The ability to step back from an experience and represent it from an outside or disassociate position and the ability to recognize our thoughts and feeling and their layers will give us the opportunity to reframe a belief with an alternative point of view with a different meaning ascribed to it.

One of my personal scripts is what I call a flexibility frame, which means that I have a willingness to be a meta-detective and freely adjust my responses, beliefs, and existing frames when I receive new information that further corrects my personal map to a territory. This philosophy allows me to be adventurous and have an open mind to the world around me, and also to expand and develop my conscious mind. The more that I search and become aware of reality and illusions of the world around me, the more my curiosity of meta-programs is heightened, proving to me that my research is valid, and creating a frame of personal power.

Sales/marketing

There are three types of symbols that seem to elicit strong responses from people: titles, clothing, and automobiles. Advertising and indoctrination work by establishing associations and by creating new frames for people to accept. For example, a car for sale

is associated with things like a beautiful young lady, a beer, and having a good time. This association will develop a frame that links the possession of a certain type of car with success with the opposite sex. This sales technique will often work, despite that fact that there is no logic to support the association.

If someone in marketing can create a strong enough "identification frame" for any type of product, people will buy that product, even if they cannot afford it, because they have already accepted a "being in style frame." Obviously, this is one of the primary goals in sales, the association of some ideas and preferences with positive experiences and others with negative experiences. Popular material possessions seems be one of the main noticeable separations of economic class divisions, even though many time it is often illusionary in terms of actual financial wealth.

Everywhere I turn, I can see people playing frame games. When I began asking myself questions during these everyday events like: "Who and what games have you been playing today?" "What games have been playing you?" "Do they enhance your life?" "Do they empower you as a person?" I began to be a meta-detective of what people were actually expressing behind the camouflage and coloring of their words.

I now often find myself wondering what the agenda frame is while I engage myself in conversations, especially when I am talking to a salesperson and there is something of economic value to be gained. I have experienced, observed, and discovered many unethical intentions in people who have worked in sales and marketing fields.

Influences can be complicated and subliminally subtle or overt and painfully obvious. Sometimes it is hard to comprehend just how influenced we really are. If we are unaware of the media's influence, it will dictate what products we buy, our politics, our

behavior, even the way we feel about ourselves. Advertisers use every trick in the book to get us to use their products, from guilt to promises of pleasure. We are trained early in life to be good consumers by visual scenes how people who have purchased a certain products, sudden receives happiness, relationships, power, money, and recognition as a result of the purchase.

Political/religious

There is strong pressure within a society for compliance with the wishes of authority figures, which could be defined as an "obedience frame." This tendency to obey authority figures arises from the systematic socialization designed to instill into members of a society the perception that such obedience constitutes correct conduct. In America many of us learn a story to promote that socialization process at a very early age. That is the story of Adam and Eve. The meaning inside the structure of the metaphor/frame says, "If you do not obey authority, you will be punished."

It may frequently be adaptive to obey the dictates of genuine authorities, because such individuals might possess unusually high levels of knowledge, wisdom, power, and integrity. For these reasons, a "reverence for authorities frame" can occur in a mindless fashion, as a kind of decision-making shortcut. When people react to authority in such an automatic fashion, there is often e a tendency to do so in response to the mere symbols of authority, rather than to its substance.

I have observed that politics, social institutions, and prevalent association complexes are often influenced by past history, dominating interests, in-crowds preferences, and laziness. In a sense, it operates as a kind of veiled advertising and a hidden persuader without argument, and will distract the possibility nonconformist and

cognitive thinking. What could be broadcasted straightforwardly, in good faith, and promoted more openly and logically consistent, is most often being spread the unconscious route with the intention to deceive someone by ways of association.

The net result of the above is that we not only have conforming and self-interest-serving ideologies and attitudes such as nationalism, religion, political or cultural correctness, etc., but also a major association complex that acts like advertising in associating some ideas and preferences with the positive and others with the undesirable. This seems to create the potential for a lack of tolerance towards ideas from others and encourages conflict. And what better way to achieve a culture that lets authority figures govern according to what benefits them and the corporations that back them, rather than what is most beneficial to its citizens

Whenever I try to understand the frame of a religious organization, I see a professional industry whose primary goal is to continue doing business by selling the idea of a spiritual philosophy (although there are many benefits), which actually seems to be based on the emotion of fear. In order to do this, the religious organizations have to market the idea to the public that they have the solution to a person's salvation. To this day I have not seen a religious or spiritual entity able to absolutely prove their position about life after death. Yet many people have an afterlife frame so strongly held in their spiritual belief that they are willing die in religious wars, as many historical accounts attest.

All of us at some point in time have had a frame so strongly held that we shut off any information contradictory to the script in our belief system. Most of us have also experienced a period of confusion after one of our core beliefs have been shattered. One

of the first big lies that many children received from their parents in many parts of the world was the Christmas Santa Claus story. This metaphor does have a purpose in that it encourages a child to behave and stay out of trouble, but I have often wondered what the final results is on the mind of a child after learning the truth. Is there a possibility that the outcome is a signal to the youngster that it is okay to lie, especially since the actions of the parents in actuality was to convince the child to believe in something that was not true?

In Robert Wilson's book *Prometheus Rising*, he talks about how the governments of many countries will "crate" or have citizen "hemmed-in" by heavily sanctioned rules, laws, prohibitions, taboos, etc. It is easily understandable why a government will develop certain frames to maintain control of a society and to offer citizens a feeling of stability and safety within their live. There is also a point where the decree's originally developed for order becomes a method for exploitation and misuse of regulation powers.

I remember an old saying that "money and power corrupts," and I did not completely understand the concept until I learned about how easily a person's mind can be sucked into a frame game. One interesting example from my perspective that is being examined today by some people in America is the 9-11 meltdown in New York. In any type of crime investigation, evidence is collected and analyzed until all the possible answers are discovered. But yet, in one of the most shocking terrorists attack ever committed on American soil, all of the building materials were loaded onto ships and discarded by a presidential order to stop the investigation.

Experience

I have heard that the personality of a person is fundamentally established by the time an individual is seven years old. After studying how frames function I can easily understand how this might be true. I know at a very early age, I had acquired many beliefs that I identified with from my parents even before I started going to school, that could easily fit into a framework of how I viewed life in many ways through high school.

Learning about frames has been one of the most important aspects of studying NLP. Trying to analyze all of my many beliefs seemed so overwhelming, and it was difficult, if not impossible, to remember them all. With a frame analysis, I was able take primary concepts and study the beliefs within each frame to decide if I wanted to keep the frame and the supporting/false beliefs within it. If some of the beliefs were distorted and incongruent with the frame, I could change the ecology and balance of the ideas in the frame.

Many of the frames that I accepted as true in the past were scripts from my parents with deletions, distortion, and generalizations. For example, my dad has always held a frame that "we cannot be rich in our lifetime," which he acquired growing up in the depression in the 1940s. It is obvious from observing rags-to-riches stories, that some people are able to become financially affluent in their lifetimes. It may take a lot of effort, skill, training, luck, and so on, but the possibility exists if one is willing to put out the effort required. I believe that because of the repetition of the "cannot get rich frame" and the beliefs and past experiences that I associated with that idea, I had a poverty consciousness in the past that may have prevented me from excelling economically like I would have preferred. I am sure that there are other reasons, but I feel this frame is the dominant one.

From reading many books I have learned that the world of abstraction, concepts, ideas, and meaning exists only inside my mind. It has no independent existence anywhere else. My own strongly held beliefs and convictions make the world what I observe it to be. It has never really have been due to love, God, the devil, aliens, war, politics, economics, religion, or anything else other than the ideas individual I have held about these things, but that other individuals and myself can have a subconscious agreement to create a shared reality. Each of us has ideas about all manner of things, which seem logical and appear to make sense within our model of the world. These ideas usually have absolutely nothing (or very little) to do with the reality "out there" but reside solely within the beliefs we hold in our minds.

I have found that meaning is created and given to things by man alone, and the only power that a word possesses is the force I decide to give it. Attaching meaning is a function of the conscious mind. I made the decision that individuals should learn to begin paying attention to what we believe in, and then create our own purpose and meaning. We each have a choice about what should receive our personal meanings and attention. What we each value as important, valid, desirable, right and wrong is part of the frame game of establishing and maintaining values. This is the function of the conscious mind. Our choice of meaning and value is a conscious and self-determined activity that is often difficult, because there are so many forces about us attempting to sell us on sets of beliefs, purposes, meaning, values and opinions. Much of what I accepted as true in the past depended upon the major prepackaged belief systems generally available for the public's acceptance at any time and place within the country where I lived.

I learned that it is my responsibility to attach meaning, significance, and purpose to everything, because there is no meaning outside of my own creation of it. The creation of meaning and the attachment of significance to aspects of my life involving my inner and external reality are only functions of a thinking mind. This idea seemed strange to me at first—and may appear heretical to some—but even if God, Christ, Buddha, and Mohammed are ultimately the most vital and real things out there in the universe, all of this is meaningless unless a specific conscious mind believes it to be so.

I have found that becoming aware of this inner world of ideas/beliefs and gaining some control over the way it functions has been valuable to my growth in conscious enlightenment. It has been effective for me in stripping various manipulators of their power to manage and control my belief, because more I am aware of how the belief process works—formation, acceptance, change and destruction—and how to develop a game consciousness—who it influences, who sets the frames, how it invites people to enter into the frame, the state it elicits, and so on.

I have experienced in the past that the more real an idea appears, the less I was willingly to change my opinion about it. I gave it the power of a separate existence through my own extremely rigid convictions. Once I learned that the process of creating beliefs is limiting and illusionary, I made a decision to be flexible within all frameworks about what I know as true. This allows me to make the most empowering frames and to adapt my thoughts to any new wisdom that arrives. It is up to me to choose grand beliefs, wondrous convictions, noble purposes, and lofty ideals that are congruent with the person I want to be. I have learned to recognize myself as the final source of all my personal meanings, beliefs, and convictions, instead of blindly accepting what others want. The

higher or more advanced people or planets get in cognitive reasoning, the less they seem to care what others think and believe or whether others conform to any of their ideas and frames.

<center>**Level V**</center>

The tools in levels V–VII will not be discussed with the therapy/individual, sales/marketing, and political/religious category structure, because the meta-level is more subjective and individual by nature.

Emotions

I placed the emotions on Level V of importance in the hierarchy because individuals are usually heavily influenced and controlled by their emotional states. Anyone who can maneuver another person into a emotional state like love or fear will be able to pace and lead that person into a number of trance ideologies and directions of personal choice. Some people include the efforts of parents to raise their children according to social, cultural, moral, and personal standards in the definition of manipulation. Some think it is persuasion to use behavior modification techniques to change one's own behavior, whether by self-discipline and autosuggestion or through workshops and clinics. Others think that advertising and sexual seduction are strong examples of influence. The ultimate decision of whether the influence is good or bad depends on the long-terms effects and outcome of the exploitation, which is very subjective in nature.

Behavior modification deals largely with the emotions and could simply be described as "reward or punishment for actions" through association. It was used on you as a child whenever you were being highly praised or punished for your behavior. Taking

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away a privilege is usually a sure-fire method to persuading a child to change his or her behavior when that child is old enough to understand the process. Praising a child for doing good is another method of changing behavior, especially in the child who is anxious to please. The threat of a spanking or some other painful emotional learning is another method of bringing about a desired behavior change. When behavior modification techniques such as these are applied in a loving, caring and consistent way, the child changes his or her behavior without holding feelings of resentment. However, if these techniques are perverted in any way, damage is done to the child's psyche and his or her emotions.

There are a variety of ways to achieve influence over another, but the usual first step in religious or political influence is to work on the emotions of an individual or group until the people being influenced reach an abnormal level of anger, fear, excitement, or nervous tension. This results in impaired judgment and increased suggestibility. The more this condition can be maintained or intensified, the more it compounds until complete mental takeover becomes easier. Existing mental programming can then be replaced with new patterns of thinking and behavior.

An example of such use of emotions is the use of fear by a fire-and-brimstone preacher, who will come on stage and begin by talking about "the devil," "going to hell," or the forthcoming Armageddon. In one service I attended, the preacher talked about Moses and the seven plagues that would soon be running all over the Egypt in the past during that period of Biblical history. The power of suggestion given to hundreds of people in hypnosis assures that many of them will see whatever is suggested. The fear of death is the most terrifying emotion that people have and they usually dread investigating

the subject, because it is a fear about something unknowable. This fear is therefore used quite often around the world in many situations. The claim to possess the answer to this problem in the form of "eternal salvation" is made by most religions to save someone from this dreaded unknown future condition.

In United States government and military boot camp training, the lack of sleep, aggressive language, and control of someone's time can influence people's emotions and behavior. The Marine Corps talks about breaking men down before "rebuilding" them as new men, as marines! Considering the needs of the military, I'm not making a judgment as to whether that is good or bad. It is just a fact that the men are effectively persuaded through their emotions and those who won't submit must be discharged or spends much of their time in the brig.

Another individual accomplishes the act of influencing the emotions of a human mind, when the manipulated party is not aware of what caused his opinion shift. But, the basis of persuasion is always to reach into your right brain, where emotions are found, to access the other person's subconscious mind. Ideally, the persuader generates an eyes-open altered state of consciousness, causing a person to shift from beta state of awareness into the alpha state.

The more we find out about how human beings work through today's highly advanced technological research, the more we learn to control human beings through their emotions. What is particularly frightening to many is that the medium for takeover is already in place. The television set in most living rooms and bedroom is doing a lot more than just entertaining people; it is programming the reality of many individual's lives and habits without their awareness. Put more simply, viewers are in an emotional

altered state and in trance more often than not when watching television, and then duplicate the actions, emotions, and attitudes of the actor on screen.

The commercials or suggestions presented following this alpha-inducing broadcast are much more likely to be accepted by the viewer. There is a percentage of the viewing audience that has somnambulistic-depth ability, who could accept the suggestions as commands, as long as those instructions do not ask the viewer to accomplish something contrary to their morals, religion, or desire for self-preservation. Most viewers are already hypnotized when watching television, and by the age of sixteen many people have spent from 5,000 to 15,000 hours watching television.

There is an old saying on Wall Street that the market is driven by just two emotions: fear and greed. Although this is an over simplification, it can often be true. Succumbing to these emotions can have a profound and detrimental effect on investor's portfolios and the stock market. In just the same way, individuals can and do have their emotions influenced by others on a daily basis and in a multitude of ways because of fear and greed. The only way that people will ever manage to take control of the thinking and decisions that they make in their lives, is to have a clear understanding of just how easy they can be manipulated by their emotions, so they can make decisions based on their cognitive abilities instead of emotional passions.

> Coercion creates a reaction that will eventually work against you. You must seduce others into wanting to move in your directions. A person you have seduced becomes your loyal pawn. And the way to seduce others is to operate on their individual psychologies and weaknesses. Soften up the resistance by working on their emotions, playing on what they hold dear and what they fear. Ignore the hearts and minds of others and they will grow to hate you. (Greene, 2000, p. 367)

Experience

Before I began to study NLP I never spent much time considering how important emotions are in influencing people. I was aware that feelings could be manipulated and used to control people to a certain extent, but I did not realize the depth of the influence or the many ways that passions could be used to change thoughts and behavior. I was completely unaware of the social theory that if a person can change either the beliefs or behavior of another, then the emotions the second person will have to go through a frame change to feel comfortable with these alterations.

With the knowledge gained from the study of NLP, I realized how necessary is it to know what meta-programs, values, frames, assumptions, memories, fears, angers, and so on others use to input and process my emotional messages. If I want to listen to someone, I need to pay attentions to and calibrate that person's responses down to the smallest details. This has opened open up the mystery of communication and the importance of attentive listening, inquiring about feedback, refining messages that we send, and taking the other person's filters into account, and so on. This makes it much easier for me to observe the emotions the other person is experiencing and trying to reflect back to me. It also helped prevent me from reacting, jumping to conclusions, assuming that others use the same filters and frames that I do, and blaming others when I do not get the desired results or information feedback.

I have found that most of the time the meaning of our communication is seen from reading the responses we get through body language and verbal references. Before I understood how emotion works, I would pay more attention to what a person was saying and their emotional states, but would not consciously see whether their body language was congruent. I did not realize that even when people get into stressful states and are

feeling angry, frustrated, and fearful, etc., the meaning of our communication to them will be discovered in the complete responses that we receive back, because body language is part of the message about emotions.

I am beginning to understand that sometimes we have to take other emotional contexts (external and internal) into account to guide our communication. The responses we receive may indicate the other person's state of mind. That person may not choose to communicate, want to undermine our influence, or want to operate from hidden agendas. It is possible for someone to play us as a target. In that rare event, the meaning of our communication is not found in the response we receive, but sometimes in the intuitions that we feel. Sometimes the responses we get are intentional and designed to anger, upset, confuse, frustrate, or manipulate us in some way.

When I am deep inside an emotional experience, I often lose complete awareness of the ownership of my thoughts, beliefs, emotions, and my responses. Or if I have a glimpse of that awareness, that sense is so weak, fragile, and impotent that it looks like a worthless insight. Learning about frames has enabled me to see the game of emotions for what it is. A feeling to me is like a signal or measuring device from my inner being letting me know what I really feel about something. If I cannot control my emotional reactions I am limited in interpreting the meanings of words and symbols. This prevents my personal empowerment and interferes with my ability to uncover the uniqueness of each person's neurology, state, history, frames, and so on.

It interests me that every experiential state anyone has will seek out reasons, explanations, justifications, and understanding to validate itself. Any state that is going to last more than a few seconds or minutes will need a frame based on some emotional

experience to support it. In order to maintain and perpetuate that state and to make it an ongoing state of mind or a sustained attitude, we tend to keep revisiting the state to give it a reason to exist in our experience.

This is where the concept of rationalization comes in. If I experience a trance state—worry, anxiety, confidence, calm, love, jealousy, abundance, passion, purpose—the thoughts, feelings, and physiologies needed to have that experience will require a frame to exist. What I experience in my body is a reflection of my mapping of the territory; it may not be based on an accurate reality. It is only real to the extent that it makes sense with external events.

I am the meaning manufacturer that supports a state, not my experiences, not the events that occur, nor the people that I choose to believe, because I choose how to interpret my experiences. Therefore, I will allow no incident or influence to occur, without giving it the most useful, positive, and productive frames possible. I own and design my responses of the conscious mind or emotions and can frame events in ways that will serve me. I can create quality control for the events so they do no unnecessary harm and have no significant importance in themselves other than as a good or bad experience. The meanings I give to them will determine how I experience them. I refuse to set toxic and morbid frames about events, and I realize I can always frame things as events happens and shift to a solution frame. I no longer have to accept anyone else's experience as the last word about what is possible, the best raw data from which to map things, or the limit of human excellence.

This leads me to a saying I tend to remember, "It is not what we think that controls our destiny and experiences, but how we think about our frames of mind." When

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people use similar symbolic systems of words, language, and reference structures, they will experience things at the representational level in similar ways. That is why family, cultural, religious, and other groups live so much in "the same world" as an overall group, Being a Christian as a young age provided me with a vivid experience in regard to creating shared experiences. To the extent that we use similar beliefs, values, understandings, concepts, frames, paradigms, histories, and imaginations, we will experience life at an analogous conceptual level. I ask myself, "Do I want to live life in a conceptual shared reality that is full of distorted limitations and processes that limit my personal power?" This is especially true in a world where state management skills in the moments of one's reactions, does not really exist at the moment since most of the time we just react to our emotions without thinking. I know that when I use to consider myself a Christian, my family felt comfortable with who I was as a person. As soon I rejected the label and many of the beliefs of a Christian, my family began to feel as if there was something wrong with me, that I was really 'out there' as far a my information and intelligence, and they also started to act like they were much more smarter, even though they refused to have discussions on the theories, meanings, and the possibly of certain events happening that the Bible described.

Because of insights gained from observing emotions, I realize how easy it is to manipulate another person's feelings, and concluded that emotions are a tool that can be easily misused. I also realize that it is very important how I use the skills I develop, because of the potential long-term effects for people who feel they have been victimized. I have spoken with several people who were surprised to discover the extent to which people are being influenced through emotions.

Your State Of Conscious

Your state of conscious is how you feel at any point of time. Everybody has times when they are in a good mood, and sometimes when they are in a less than desirable mood. The state of our overall consciousness is determined by the frames of mind that define who we are on a daily basis, and also helps to us to establish most of the feeling, emotions, and events that we experience in life.

If your state of consciousness is that you are a positive person, you are looking for constructive things and are focused on a positive outcome, which is a good state to have. Positive people may not stay in a certain state 100% of the time—that would be impossible—but their overall condition would be positive. A lot of people are focused negatively on what is going wrong, what could go amiss, what mistakes were made in the past, and that is a painful state to be in for many people. They will probably find themselves in a bad mood daily with an overall unhappy disposition.

Ultimately, the state of consciousness that we hold within ourselves is our responsibility and it is simply our own choice to decide how we are going to create an outlook on life that we desire. If an individual possessed a "Positive Intention Frame" that says they assume every behavior and communications arises from someone trying to accomplish something of value for himself or herself, this person would constantly live life observing others in their daily pursuits searching for something of value that makes them happy. Even if that individual observed another persons external behavior that seemed self-defeating, they could still understand that there is some internal state within the other person that is trying to fulfill a positive purpose. Getting mad at the person and

calling them names, attaching blame, judging, and accusing will benefits no one, because none of these things addresses the frames of mind.

As long as we continue to look through and live within a multitude of frames of mind without being aware of those frames, we will only see what these constraints allows us to observe. When we finally allow ourselves to look outside our frames, then we can begin to recognize the influence and effects that our thoughts have had on our reality, and decide whether the concepts that we live within are in our highest interests. The person is not the problem, the symptoms are not the problem; the frame is the problem.

The detection of frames becomes the next move as we begin to become aware of the need to administer the course of our lives. With frame detection, we recognize that we are dealing with a complex set of thoughts and beliefs that we need to be conscious of to transform ourselves. This enables us to design, create, and even to choose if we want to play a new game. We may discover that a game we have been playing poisons our minds and places limits on our choices and overall ability to function. Delightful changes begin to happen to our state of consciousness when we begin to detect and transform the frames of our thoughts.

When we start to learn about how frames of mind work in our lives, it is much easier to determine what beliefs will go into what categories, if we even want to accept them at all. When people start to play frame games in a healthy and positive fashion, they will find that their state of consciousness becomes much more balanced and enjoyable, and they will also begin to design their own powerful frames of reference.

Experience

       I first learned about frames when I began to study NLP and realized how it would make thoughts and beliefs much less complicated to understand. The game of comprehending how the mind works could now be organized into categories instead of trying to sort through an overwhelming amount of belief data. If I wanted to discover how an outlook was affecting my life in an undesirable fashion, I could now look at the beliefs that fit into that particular frame, then find the structure within all of the content information, and make the changes to alter the toxic system that was not operating efficiently.

       After experimenting with different frames and actually comprehending how certain beliefs affect different levels of my thinking and feeling, I began to design the frames that I preferred with the option of altering the framework with the arrival of new information. Now instead of letting myself slide into another person's dominating frame game (identification), I started to receive intuitive knowledge detecting the concepts within the game that they were playing. I also noticed that people were actually more comfortable in most situations when they had knowledge of my personal frames that I informed them about, since they apparently no longer had to wonder about what I was thinking.

       I began experimenting with intentionally setting frames, verbally and nonverbally, when I was communicating with other people. Not only did I discover that individuals easily accepted the frames I presented, I also found that if I presented a frame that is understood and accepted, I could even set the frame that directed our communication. I

felt that I had found a new level of communication that really helped in understanding why most people can easily shift and guide the focus of others.

All of this relates to my state of mind, because I now look for people's personal agenda and frame games when I listen to them speak. It is very similar to discovering the deep structure in sentences or statements that have deletions, distortions, and generalizations within them. I have also discovered that by using the mind-lines in "Exhibit B," I have an organized method for analyzing the structure of the communication. Of course, I also use this process within the different frames and beliefs held within my state of mind, so I can change, transform, and create my own proper frame matrix of consciousness and possibilities.

Throughout my life, I have changed an enormous number of the beliefs and frames that I had created from childhood through adulthood. I am discovering many old memories of ideas I once believed in, only to find how ridiculous they seem to me now. The name of the game seems to be awareness and information-processing abilities that we develop by taking the time to astutely analyze thoughts.

Until the age of thirteen I lived in a home in a family unit, going to school, playing sports, attending church, watching televisions, and learning to think within the frameworks of those influences. At age six, I remember believing that Jesus was our savior and thinking that I was going to cover all my bases, just in case that was the only way to go to heaven, so I would not have to suffer the rest of eternity in hell. I also remember that even at that age I had a strong desire to read sci-fi and fantasy books, which kind of shows how active my curiosity was even at a young age, which may have

held a clue as the directions that my consciousness was going to take, in the view of family and friends. .

After the age of thirteen, I stopped going to church and began to question many of the things that I had learned in that environment, entering a questioning stage of consciousness. I had no real reasoning abilities at that time and a lack of knowledge of cognitive approaches to thinking. Many events were taking up my interest, so I did not spend a huge amount of time investigating life and its meaning.

In my early twenties, I begin to discover books like Carlos Castenada's, which described another type of spiritual approach that gave me insights into other realities. I was interested in this new stage of consciousness, but put off learning about it until I was able to devote more time to the study. Most of my time was spent going to college, studying, working, and having fun with friends. In my college years I was able to read some thought-provoking books that presented new ideas. I wish I had known about and taken classes on philosophy and sociology during that period.

In my early thirties, after I felt I had achieved my goals for work and career, I began another stage of consciousness and began to study how the mind works, never realizing how far I would be drawn into the mysteries of the mind. I started reading numerous self-help books like *Think and Grow Rich* and *As a Man Thinketh*, which helped me to realize the importance of focusing my thoughts on the positive things that I want create in my life. I was able to understand just how pessimistic my parents had been and that I also had acquired many of those personality mannerisms. Little did I realize that my journey into the depths of awareness was just beginning, and that my interest in the subject was not a passing impulse but an ongoing mission!

Siddha Yoga was my first religious study outside of Christianity. I was immediately attracted to texts that described systems for controlling thoughts. This differed from the Christian tendency to say that things should not be done or that they are sins. The Eastern philosophy also allowed me to let go of many frames and beliefs that I felt were controlling and restrictive. I found that meditation practices helped me remain much calmer and relaxed throughout the day. This research into Eastern beliefs was probably my biggest shift of consciousness, because it opened my mind to such a large degree that I became bewildered about the world and what I was here to accomplish. This confusion fueled my desire to know more and to discover the truth of wisdom.

My study into hypnosis was another shift of consciousness and it provided information that I had been unknowingly seeking, because it introduced the cognitive approach to acquiring knowledge by the use of reasoning, intuition, and perception. Even though there were some limitations and false illusions in my studies, I finally found a method that I could use to understand the inner workings of consciousness that enabled me to identify with the people in the world around me. It became apparent that there was much more for me to learn about trance states and the methods in hypnosis. I began to research unusual subjects like numerology, face reading, handwriting analysis, controversial studies, UFO theories, and the paranormal to increase my knowledge of the different forms of wisdom. These studies helped me understand ideas that are part of the larger picture of life.

The study of NLP has been the most interesting of all my stages of consciousness, because it has allowed me to comprehend and systematize most of the information in my diverse areas of study. This knowledge has been the most beneficial for understanding

my purpose in life, what I am here for, and for understanding how people think and react. Investigating the mind has enabled me to assimilate and integrate a great deal of the knowledge I have gained and emotions that I have experienced in the past. I have gained valuable wisdom from learning the structure of the mind, the process of how the brain operates, and how to ask the right questions to get the answers needed. These skills will allow me to analyze any purpose or meaning of life with a much greater level of clarity.

Because of my personal experience and conclusions, I found that it can be difficult for any human being to understand how our minds function while our conscious abilities are being cultivated. I know of a few people who agree with me that it would be a huge advantage for a civilization to teach the young an understanding of the process and structure of the mind so they will have the tools to identify their own basic nature. An ultimate question to be answered by the citizens of a country is: "Should all individuals be taught a cognitive approach of thinking that will allow them to know how the mind functions and how it can be influenced?"

Once I learned one cognitive awareness approach to reasoning, I feel stopped looking outside of myself for a sense of personal power, realized something critical. This is the anticlimactic realization that personal power comes from within. I believe that this realization was one of the most important stages of my conscious development. Our imagination, by definition, is limited by what we already know. Therefore, in order to expand our horizons and learn more about ourselves, we go to others to learn what has been possible for them in their process of critical awareness. I discovered that for each and every belief, there is a remarkable discovery that every belief is an opportunity for self-development. I have the ability to tap into how our subconscious minds process and

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act upon information and beliefs in whatever way that benefits us the most, and to influence it. I see every belief as a thought, a dream floating through my mind. This is because I believe that my beliefs do not really exist. I do not own them or throw them aside as I please, but use them to discover who I am and what I want to do in life.

Level VI

Beliefs & Cognitions

Our individual frames are comprised of a mixed set of beliefs and experiences that develop over a period of time. If we do not have an adequate method of organizing and structuring the massive amount of information we receive, we are often forced to look outside of ourselves to find the interpretation of what an event means in our lives. The result of these understanding will depend on the beliefs of the influential people that surround us, and any repeating experiences that support or reject earlier cognitions or mental images.

Our belief systems starts when we are very young and we begin to accept that something is true or real, which is often underpinned by an emotional or spiritual sense of certainty. We develop confidence that somebody or something is good or will be effective because of the recognition and approval that we receive from others around us. It does not matter if the ideas we accept have solid foundation or if they are completely fictional. We begin to develop a cognitive process of acquiring knowledge of the world around us based on our beliefs. From that moment onward, we begin the programming of our subconscious minds and the development of the framework of how we will react within our environment.

After our subconscious mind has acquired a certain amount of programming, it will attempt to help direct our lives according to the beliefs and frames with which we have a strong emotional connection. An individual who can recognize, receive, and value the information or feelings from the subconscious is going to have a greater awareness of the environmental conditions of society that surrounds him or her.

The more that an individual recognizes the patterns and matrix of the world we live in, especially in the areas of linguistics, NLP, and hypnosis, the better that person will be able to create the physical reality they desire to live within. A person will then most likely develop some type of mental organization skills, like mind-lines, to evaluate the information they receive and to make shrewd decisions. In the process, new awareness can be brought to the experience, allowing a transformation of the unproductive personal beliefs and behaviors into effective ones and transforming the self who experiences life.

All of us have the ability to evaluate our individual framework to see if it is for our highest benefit. Most people usually have beliefs and frames acquired in early childhood that influences their lives to the present day, with favorable or undesirable results. If people get to the point in their lives where they actually utilize their cognitions abilities to think for themselves, they begin to uncover how the mind works and the manner in which it can be influenced.

> Human beings have a number of representational systems, one of which is language. Each of these systems is derived from the sum total of the experiences which the individual has had—the references structure. By recovering the old, or creating new, reference structures, each of these techniques constitutes an implicit challenge to, and, therefore, an expansion and enrichment of, the client's model of the world. (Bandler & Grinder, 1975, p. 177)

Experience

One of the points that both hypnosis and NLP emphasize is that our beliefs create our reality. It is our responsibility to change the beliefs and frames that are not working for us. For example, I use to avoid many confrontations with other people just to keep the peace in a sort of victim mentality. The more that I avoid the conflict, the more other individuals would try to take advantages of certain situation by creating fights, just for the purpose of having control and setting the frame for what they desired. As soon as I began to confront the behavior, they began to change the pattern of their interactions with me. From my experience, most people do not know about this mental aspect of their lives, they do not want to take responsibility for what they believe or their state of consciousness, or to design the characteristics of who they want to be, because of the effort and time required.

I have found that a person can change ideas about many opinions, but it is more difficult when that person is really convinced of or are highly committed to as beliefs. The reason I discovered this insight, is because I was able to observe myself in this same situation. The stronger a person believes something, the more that person is convinced that it is real for them, and the more it seems to actually exist. A person will believe that a reality exists independent of their beliefs. (Which does not seem to be true at all). The experience of the physical universe appears to be an extreme case of belief and conviction, where anyone capable of altering their agreement with it at will, but usually lack the desire to discover the process. I came to this conclusion when I rejected the religious views of morality and decided to define for myself where morality judgments

apply, and what is a balanced belief in regard to the different issues of rightness or wrongness of morality.

First from personal study, and then from realizations of personal experience, I have realized through all my studies that man is mind above all else and that we create the world where we live in all its aspects. There are no natural laws of people and society outside of the human mind, the human imagination, and what people decide to do with their brains capabilities. People can further understand themselves by comprehending and appreciating the structure of man's mind, how it operates, and how easily it can be programmed and utilized.

After reading many books and listening to many speakers I have understood that beliefs and convictions determine what each person unconsciously believes about the mind and that person's experiences. Belief, conviction, and agreement are necessary for any reality to exist and be experienced, whether it is the coolness of one's Porsche, the care of one's mother, the idealism of youth, the beauty of a statue or the physical body, the definition of power or money, or the genius of a philosopher.

I have found that many of my past experiences were the result of being hypnotized by the observable physical reality, often because of my emotions. I believe we all must watch what we take for granted, accept as true, and what we decide to believe in. Instead of looking around and searching for something to believe in, I simply decided what reality they wants to create, and began to have the experiences that followed that reality accordingly, especially when I focused the energy of the emotions that were involved in the process. In the past it appeared at many times that I handed the power over my life to something outside myself—God, gurus, churches, governments, doctors,

authority figures—that seems to have control over me through my emotions, beliefs, and convictions, both good and bad. I think people would change if they actually realized that we are ultimately responsible for everything we experience like I did, instead of blaming something else. I have found that each of us is ultimately responsible for the creation of our own rigid beliefs, frames, thoughts, and convictions. Imagination and emotion abandoned by reason seems to produces monsters and are often more important than knowledge in determining our reality.

Most people appear to believe that conviction follows experience, but I disagree. In my opinion, this is only an illusion. People think they live and emotionally experience reality around them and then develop ideas about what they experience. I think this only appears to be true. I find that experience follows conviction and rigid belief, because our thoughts are what create our reality. Our reaction to an experience is what confirms a belief and then uses the experience to reinforce the belief, creating even more meta-levels in our frames.

Much of the unwillingness or inability of myself to question my own beliefs in the past seems to stem from basic profit motive, a survival fear based on what others may feel about my choices, or just a complete lack of desire to be responsible for myself. After changing many aspects of myself in self-development, I saw that many people benefit financially, personally, and socially by believing and practicing what they do, but their beliefs are still real, because they need to rationalize anything that may be contradictory or incongruent with their experiences, which was also common for some of my experiences. Much of this may be due to a herd mentality. This theory becomes very

important when certain views, ideas, and beliefs are incomplete, biased, wrong, or harmful to people and society.

I have also found by observation that the application of force or the threat of force is used by heads of state in an attempt to exact compliance to the leader's notions of what citizens should do, think, or say. Every nation and group in the world seems to use physical force or deceit (using the mind capabilities incorrectly and dishonestly) to get its message across and to realize its goals. Force suppresses and denies self-determinism, creativity, and responsibility. People and groups fail to communicate and then resort to force, deceit, and trickery. These influences exist in various forms to some degree in personal lives, business, relationships, government, religion, and all aspects of society. Force is used to get people to think, behave, and believe, as others want them to.

I have experienced the methods of some people may attempt to understand how the mind functions (i.e. behavioral psychology, advertising), but with the aim of controlling, manipulating, forming and adjusting another's ideas and behaviors for their own purposes. A loftier goal would be to educate man himself about these things, to increase his awareness and ability of the functions of his own mind, and let him get on with creating a better world.

I believe the underlying fundamental truth is: Reality is based upon what you accept as true, what you believe, and what you assert in a convinced manner as though you were convinced?] The rigidity of the belief, the strength of the conviction and emotions, and the degree of acceptance usually determine how real a perception of reality is. I have seen nothing that seems to fall outside of this mechanism. In a very exact and strict sense, we are the ultimate creators of all our experiences, whether we like the idea

and experience or not. If reality follows belief, then the conviction preceded the existence and experience of it. Once the physical universe is there for you; you can go on pretending you have nothing to do with it is creation and maintenance, and that is basically what many individuals seem to do.

Speaking in general, I feel that external forces have controlled the beliefs of people's for too long, either by accident or by purposeful design. I think that it is time for individuals to begin controlling their beliefs and convictions though some type of cognitive awareness thinking process. We will always have beliefs and convictions, so why not take some control and responsibility for them? This requires a good understanding of the mind and the nature of beliefs, frames, and convictions. I do not know of any time when an educated society as a whole has taught humans about their own minds—what it is, how it operates—with the intention of increasing their awareness, personal power, understanding, abilities, creativity, and success. Any time someone has gained popularity from teaching ideas that free man, that person seems to either mysteriously back off from the teachings to avert potential problems or meets an early death from unnatural causes.

Based on conclusions from my personal experience and observations, it seems to me that most of the current governments and major world financial concerns view people as just so many bricks to be manipulated, controlled, and forced into proper action or subservience. Much of what people do is most likely because of complete ignorance to the truth of what is stated in this essay. The best way to make people happy, successful, and productive is to educate them about the nature of their own minds, and apply these techniques to expand their mental abilities. I know that when I talk with people and

observe their lives and habits, I find most of them appear completely unaware of the world their minds operate in. The more I learn about the world, how the brain works, and my own state of mind, the more I find myself living in a mental world that seems alien to most other people.

Level VII

Who You Are

I have found that there are advantages and shortcoming growing up in any environment. Many of the frames and beliefs with which I learned to identify will be healthy and have an empowering effect on my life's journey, while others may cause me difficulty and hardship throughout my life. Who I am will be determined by these frames of mind, along with my actions, which will define the life I lead. When I started using a cognitive and social awareness process to analyze my frames, detecting them and identifying the emotional points for shifting them, I began the process of transforming myself and the frameworks that I engender into existence.

I discovered that "who I am" has been determined by the many beliefs that are established inside my own particular frames. I feel that the ideas I recognize as true or valid determine how I define myself in the various aspects of my life. For example, I presently see myself as an individual who is open to listening to any viewpoint on any subject, no matter how controversial or unmentionable. Therefore, I have a "conversational frame" that I have created in my mind, and I have had experiences that support that belief. I define myself as a person who is able to investigate any topic with an amicable cognitive analysis.

Until we mindfully, consciously choose to be greater than our experiences, I think that our experiences will ultimately define "who we are." And since our experience is limited because of the lessoned we have not learned yet, we will fall short of what holds power inside and also what possible for us, but is something we can go beyond with more knowledge. To make a conscious choice at all logical levels is to bring out of the darkness the very act of power which, by default, is causing us to hold and maintain the frames given to us by others that we blindly accepted. Anything we can name, we can make real and visible in the universe.

I know it is impossible to count how many frames anyone identifies with and the effects that those frames have on a person's internal and external behavior. There are frames held in the conscious mind of any individual, and within each of those frames there are also countless thoughts that are only accessible through the subconscious mind. Nevertheless, these ideas, beliefs, values, decisions, memories, and language seem to shape and color a person's perceptions. I know that each year I grew older, I learned many things and continued to develop my awareness. I kept adjusting to a world that is constantly changing around me, adapting my frames and beliefs according to the reality I live in, sometimes without the knowledge of what exactly I was accomplishing.

I have found that in my past I had no awareness or comprehension about organized cognitive approaches of thinking, and that I often felt a huge amount of discomfort from shifts in my belief systems and frames when I was forced to change them. I know that I was taught to memorize facts and parrot out answers that I learned, rather than to have a mindset for taking responsibility and making choices that actually determine my future. I think that if people knew just how easy it is to be manipulated by

another, they would take a more active role in their own decision-making process, similar to what I have experienced.

I know that I have learned many of the ways that an individual can influence another person, and I have also made it a priority to make my own decisions. Since it is human nature to use existing subconscious programs to process data, it appears that most of us do not take the time to think through even a portion of the options and solutions to our questions, and we easily accept frames given to us by others. Our conscious minds then begin to use those frames. This process is supported by the aspect of the brain and the nervous system that protects us from being overwhelmed and confused by the mass of largely useless and irrelevant knowledge that surrounds us, by shutting out most of it and leaving only that very small and special selection which is likely to be practically useful. From my experience, these limited choices occur from the issues that are most important at any particular moment in life.

As I have pointed out, many of my strongly held beliefs and operating processes were acquired before I began to think for myself. These beliefs started a defined way of thinking that produced a foundation program for "who I was" at that particular time in life. These early frameworks of how I perceived reality acted like filters, influencing the way that I interpreted life around me in a type of selective thinking. I realize that this is especially true when I was a child, when I did not have any type of cognitive approach to analyzing all the different aspects of existence. I was experiencing the world around me discovering life, not thinking that I might take time to question my understanding of life and to discover if it was an accurate reflection of reality.

I learned in NLP that the more frames a person accepts from others without taking the time to make a proper analysis, the less that person will think for him or herself and the more that person will react by going into a trance state according to the scripts they have been given and accepted. If there is too much change in a frame like a strong belief being discovered as being false, confusion and other emotions appear that create a need to rationalize and fix the broken script so they can still be a follower in the game of life. I used to feel myself constantly being sucked into the frames of people who were not aware that they were even setting frames, and sometimes even creating unhealthy frames that I made up myself without being aware of what I was doing. I did not feel that I had the time or focus to gather all the detailed information needed to make many decisions. Many time I have seemed to have the time to allow our passions to run wild so far into a frame like our need for relationship with someone who is basically unhealthy, that I did not notice other perspectives outside of that script of being with someone. Our tunnel vision seems to be practically impregnable at times, especially to ideas that are somewhat controversial or put down as ludicrous by others, and even by ourselves.

I have experienced the ability of my mind to become totally bemused inside a frame or belief system that created the need for me to know how the conscious mind works. The world would probably have many more positive experiences for everyone if we all knew how to make a proper analysis of our life dilemmas. If we could, I think we would be much more interested in "who we are" in a spiritual sense (I know I have for myself), instead of focusing on what we can obtain in material goods. My development has convinced me that there would probably be a much larger degree of tolerance and cooperation from all the people in the world if there were less desire and more balanced

amount of greed and lust around us. I know from my own experiences in the past, before I became interested in hypnosis and NLP, I allowed myself to get too involved in information that was given to me by others. After I started to inspect all the assumptions contained within frames and beliefs, I discovered the control mechanism and limitations within those viewpoints. Now I have began to notice how the structure of each problem appears and functions, which has allowed me to decide how to use my emotions and reasoning abilities for my benefit, and not out of reaction. I discovered the need to understand others to the exact degree that I understand myself. I never permit the behavior of other people dictate how I feel, because when we are free of all unnecessary desires toward other people, we can rarely be deceived or hurt. I also have developed an enhanced tolerance for others and their personal frames, because I understand how easy it is to accept programmed thinking responses and behaviors.

My fundamental understanding is that life is all about my individual experiences, not what other people think of those understandings. One of my new views about life with others as part of a shared reality, is a fundamental frame that what most people are accepting is what society tells them they should enjoy, instead of pursuing what would truly fulfill them deep inside, which has lead me to an important frame of always following my excitement. This has led me to accept another important frame: "The only sovereign I can allow to rule me is reason." At times it seems that people are trying to get me to accept their thinking patterns and belief systems, without understanding what they are actually presenting to me. I have concluded this to be so because most people appear to have been trained to be unaware of the content of their beliefs given by society, and

will believe anything they want to be true or fear to be true, and expect you to join them in a sort of herd mentality.

I have found that who a person presents him or herself to be is determined by what that person believes is true and what is important to that person. I have come to believe that everything I experience is a trace state or hypnosis and hypnosis is also how I learn. My primary challenge is raising and controlling energy and my primary obstacle is fear. This is because everything that happens to me in my life is my own responsibility. What I choose to believe, and what is important to me, is true in my personal world and defines "who I am."

I think that there are many gateways into altered states of perception, and what is created within an altered state becomes manifest throughout my life. This has helped me realize that my reality is a good illusion, according to "who I think I am," and compared to other people who live in their own reality. I think that we have the ability to tap into the way our subconscious mind processes and can discover and use or change the information and beliefs we have. Basically, each belief I accept is only a thought, only a dream floating through my mind. I can embrace it, change it, or throw them aside as I please. And that is because I believe that my beliefs do not really exist other than in my own mind.

Since I know that words have no actual force behind them other than the way I allow them to affect me, I do not consider any term definition to have either a definite positive or negative significance, it is just a label or description to describe something. I have the power to program and design myself with a framework of beliefs, frames, resources, and attitudes, that will transforms the mindset of who I am as a person. The

power that is used in this endeavor is neutral until I put energy into it; only my personal intentions will determine the outcome of what I create. This will help establish what my identity is and what defines "who I am," at any particular moment of time.

When I was a teenager, I would never have imagined in my wildest dreams that one day I would intensely study a subject like NLP. I had the "go and get a college degree" frame repeated to me so often that I felt that I had to attend college, even though I had no clue what I wanted to do as a profession. I had always felt that the people who already had a passion for the type of occupation they wanted to concentrate their efforts on were fortunate. Now I can understand that my focus has been on studying consciousness and what life is about. In order for me to discover more about this intriguing information, I had to go through many experiences to obtain the knowledge that gave me an organized frame of reference as to "who I am." Part of who I am now, is a person who possesses a good understanding of how the mind works and who has a much greater awareness of how this world that I live in actually works.

Anchoring: The process of linking or connecting a stimulus to a response, a 'user friendly version' of Pavlovian or classical conditioning. Anchoring is the association of a sensory (or physical) perception with a feeling, emotion, or a state of mind.

As-If Frame: Pretending; acting "as if" something was true, had occurred, a creative problem-solving process.

Association: Stepping into an experience to see, hear, and feel as if from inside it.

Auditory: The sense of hearing.

Beliefs: A thought confirmed at a meta-level, a conscious or unconscious generalization about some concept (i.e., causality, meaning, self, other, behavior, identity, etc.)

Calibration: Tuning in to a person's state via reading non-verbal signals previously observed.

Chunking: Moving up or down the level of abstraction; a computer term about the size of information; chunking up refer to going up (inducing up, induction) and higher abstractions; chunking down refers to going down (deducing, deduction) and leads to more specific examples or cases.

Congruence: State of being unified, and completely sincere, with all aspects of a person working together toward and outcome.

Content: The specifics and details of an event; content answers "what" in contrast with process or structure.

Deletion: A modeling process; the missing portion of an experience.

Dissociation: Stepping back from an experience and representing it from an outside position, seeing and/r hearing it as if being a spectator or from another very different perspective.

Distortion: A modeling process that represents something by changing form or structure.

Ecology: Examining the overall relationship between idea, skill, system, and the dynamic balance of elements in a system.

Elicitation: Evoking a state by a word, behavior, gesture, or ay stimuli.

Embedded Commands - An *embedded command* is a Neuro-Linguistic Programming (NLP) technique for "planting" a thought (state, process, or experience) within the mind of another person beneath the person's conscious awareness

Empowerment: Process of adding vitality, energy, and new resources; enabling someone to take effective action.

Epistemology: The study of how we know what we know.

First Position: Perceiving the world from one's own point of view; associated position.

Fractionation - Guiding the individual several times through different levels of trance, or in and out of trance, for the purpose of increasing the depth of trance.

Frame: Short for frame of reference. We frame things; we frame people, ideas, events, experiences etc., and a mental, cognitive, or linguistic context for something.

Frame Ambiguity: The fuzzy edges of a frame, the lack of a clear bracketing of a frame. It may lead to Frame Failure.

Frame Analysis: The process of analyzing our frames, detecting them, identifying the leverage points for shifting them, the process for transforming them, the games that they engender, etc. Frame analysis provides a way to clearly articulate the level of mind and the influence they exert over life's experiences.

Frame Argumentation: The argument that a frame makes in defense of itself, or from out of its perspective. Frames argue for themselves when they feel threatened. This is a function of what cognitive psychology calls state or mood dependency.

Frame Breaks: Breaking a frame or interrupting it.

Frame Clearing: When we defame, dissolve a frame, or bust up a frame-we clear out mental and emotional room in a person's model of the world for a new frame.

Frame Confusion & Frame Clearing: The quality of clarity/confusion within a frame.

Frame of Reference: The reference that we use to understand something else. The reference can be ant actual experience (an event), a person, ideas, etc. A referent can be something real and actual or imaginary and vicarious.

Frame of Mind: Via the process of repeating and habituating a frame of reference, we send our mind and emotions out to a particular referent again and again. Over time this leads to making the referent that we merely represented and thought about occasionally something always on our mind, in fact, the frame of mind that we operate from. The referent "gets I our eye's, so to speak, so that we view the world and all of our

experiences through the lens that experience, idea, etc. This turns the referent experiences into a perceptual filter.

Frameworks: When a particular frame of mind becomes so solidified in our orientation, it then becomes our characteristic mind-set or attitude, this transforms it into one of the very basic frameworks of our mind and personality, thereby giving it even more power and influences over us.

Frame Terms: Using the metaphor and structuring device of "frame" we can now "think in terms of and work with" something. This creates our frame terms.

Frame Wars: When we conflict with another person, it is typically a conflict of frames.

Frame Pacing: Process of mentally practicing or rehearsing an event, a key process for installing a program & ensuring the permanency of an outcome.

Game: A set of actions that play out some concept, idea, etc. for some purpose, i.e., to "win" something, another emotion, stroke, transaction, etc. A frame generated realm that describes and creates our virtual reality or matrix.

Game Consciousness: Awareness of a game, who it works, who sets it, how it invites people into it, the state it elicits, etc.

Generalization: Process of representing a whole class of experiences based on one or a few specific experiences.

Gestalt: The overall configuration, impression or feel of thoughts & feelings, the whole of an experience that is more than the sum of the part.

Identification – Treating phenomena that occur in different levels or dimensions as if "the same." We identify things, processes, events, etc. when we ignore differences. The "is " of identity work in an especially insidious way. Via identifications, we hallucinate concepts as external things, and create a frozen universe.

In-Frame: A metaphorical way to think about the "world" or universe of discourse that we create perceptually, mentally, and emotionally via our frames. As we build meta-levels of the mind, we tend to become "paradigm blind" and to see the world" in terms of our ideas and concepts. Thus the Matrix arises.

Impasse: A smokescreen. When a person draws a blank or gets confused as you are working on an issue with them.

Incongruity: When a person is in some kind of internal conflict and two different messages are being sent. External behavior and internal feelings don't match and often show up as asymmetry in the person's physiology.

Internal Representation: How we code and represent information in the mind; the VAK (sights, sounds, sensations, smells, tastes).

Kinesthetic: Sensations, feelings, tactile sensations on surface of skin, proprioceptive sensations inside the body, includes vestibular system or sense of balance.

Logical Level: A higher level, a level about a lower level, a meta-level that drives and modulates the lower level.

Loops: A circle, cycle, a story, metaphor, or representation that goes back to its beginning; looping back (as in feedback).

Map: Model of the world, a unique representation of the world built in each person's brain by abstracting from experiences, comprised of a neurological and a linguistic map.

Matching: Adopting facets of another's outputs (i.e., behavior, words, posture, breathing, etc.) to create rapport.

Meta: Above, beyond, about, at a higher level; a logical level higher.

Meta-Detective: The ability to step aside from our thinking and feeling and to recognize our thoughts and feeling, their layers, etc.

Meta-Model: The linguistic distinctions that identify language patters and the questions that allow us to clarify imprecise language (ill-formedness) and reconnected to sensory experience.

Meta-Programs: Mental and perceptual sorting patterns for what we pay attention to; perceptual filters.

Meta-State (M-S): A meta-state arises as we T-F about (@) our T-F. In this, our conscious awareness reflects back onto itself (self-reflective consciousness) to create T-F at a higher logical level. This generates a state-about-a-state (a M-S). Such meta-states relate to, or reference a previous state. So rather that having to do with something about the world, they have to do with something about (@) some previous "thoughts," "emotion," concept, understanding, or Kantian category, etc. Hence a meta-state describes a higher level of abstraction @ an abstraction. This creates a conceptual state.

Meta-Stating: As a verb, bringing a mind-body state to bear upon another state accessing a higher logical level or organize, drive, and modulate a lower state.

Meta-Model: A linguistic model of distinctions that identifies language patterns that obscure meaning via distortion, deletion, and generalization, question that clarify imprecision to enrich a person's model of the world.

Modal Operators: A linguistic distinction in the Meta-Model indicating a person's "mode" for operating (i.e. mode of necessity, impossibility, desire, possibility, etc.)

Model: A pattern, example, or description of how something works.

Modeling: The process of observing and replicating the actions, skills, knowledge, and states of someone (typically and expert). Modeling discerns the sequence of internal representation and behaviors that comprise the structure of a skill.

Model of the World: A mental map of reality, a representation via abstraction from experiences, operating principles.

Nominalizations: A linguistic distinction in the Meta-Model involving a process (or verb) turned into a noun, a process frozen in time.

Pacing: Joining someone's model of the world by matching the person's language, beliefs, values, breathing, posture, etc.

Pattern – Is a written example of the type of language, one could use to create or evoke an emotional state of response.

Perceptual Filters: The ideas, beliefs, values, decisions, memories, language, etc. that shape and color one's perception; the Meta-Programs.

Presupposition: Ideas that we take for granted in order for a communication to make sense, assumptions.

Outcome: An end result that has defined sensory-based evidence for achievement.

Out-Of-Frame: Activities, thoughts, scripts that do not fit a given frame. This creates a loosening of the frame, a threat to the frame. When we step out of a frame of reference, we "break frame" or "lose frame" and so become out of frame.

Outframing: Going above all frames to create new frame-of-reference.

Pseudo-Words – Written or auditory forms that look and sound like words, but do not actually reference anything. Korzybski described theses as "spellmarks" and "noise."

Rapport – The process of establishing and maintaining a relationship of mutual trust and understanding between two or more people, the ability to generate responses from another person.

Reframing: Altering a frame-of-reference by presenting an event or idea from a difference from a different point of view or with a different meaning ascribed to it.

References: The idea, person, event, belief, etc., that we have in mind and use in our thinking. **Reference Point**: Identifies a singular idea, person or event. **Reference Frame**: Involves understanding of how the point is related.

Representation: An idea, thought presentation of sensory-based or evaluative based information.

Representation System: Sights, sounds, sensations, smells, and tastes make up the basic primary RS. Language makes up the meta-RS
      1)**VAK:** Visual, Auditory, Kinesthetic: the 3 primary modalities.
      2) **Ad**: Auditory digital, digital representations, i.e. words, language, symbols.

Second Position: Perceiving things from another's point of view.

Sensory Acuity: Awareness of the outside world via the opening of the senses.

Sensory-Based Description: Directly observable and verifiable information: see-hear-feel language on can test empirically.

State: A state of mind-body, which never occurs in isolation, hence a mind-body state driven by ideas and meaning (conceptions and the significance we attach to things, a neuro-linguistic or neuro-semantic state). Our state generates an overall feel or gestalt-- thus we refer to our states as emotional states. We notate thoughts-feelings as T-F, and the state as a circle. A primary state relates to or references some object (person, event, thing) out in the world.

Strategy: A sequencing of thinking-behaving to obtain an outcome or create an experience, the structure of subjectivity ordered in a linear model.

Submodality: Representational distinctions within each sensory system, qualities or feature of representations.

Third Position: Perceiving world from the viewpoint of an observer; one of the three perceptual positions; the meta-position.

Time-line: A metaphor describing how we store the sights, sound, and sensations (VAK) of memories and imagination; a way to code and process "time" as a concept.

Trance Words – These are words that in the literal sense for the subconscious mind to interpret the word, it has to go into a trace state, especially words in end in "ly."

Universal Quantifiers: A linguistic term in the Meta-Model for words that code things with "allness" (every, all, never, none, etc.)

Unspecified nouns: Nouns that do not specify to whom or to what they refer.

Unspecified verbs: Verbs that have the adverb deleted, delete specifics of the action.

Unsanity: Term used by Korzybski to describe the state of poor adjustment between sanity (well adjusted to the territory) and insanity (totally maladjusted to reality): the "lack of consciousness of abstractions resulting from identification practically universally operating in every one of us:"

Uptime: A state wherein attention and senses get directed outward to immediate environment, al sensory channels open and alert, sensory awareness.

VAK: A short-hand for the sensory representation systems of **V**isual, **A**uditory, and **K**inesthetic. K also including smells (Olfactory) and tastes (Gustatory).

Value/Valuing: The process of deeming something important: meta-level phenomena.

Weasel Phrase: Is a predicate that sets up the material that immediately follows it as a powerful suggestion.

APPENDIX A

Presuppositions

1. Simple Presuppositions – These are syntactic environments in which the existence of some entity is required for the sentence to make sense (to be either true or false).

Proper Names - Using proper names that presuppose the existence of a person, place or thing. Are you aware that hypnotic marketers are using Advanced Language Patterns Mastery as a copywriting text? (The Advanced Language Pattern Mastery manual exists.)

Pronouns – I saw her in town. (A female exists).

Definite Descriptions – I liked the man with the red Honda. (A man with a red Honda exists).

Generic Noun Phrases – Noun arguments standing for a whole class (If wombats have no trees to climb in, they are sad.) (There are wombats.)

Quantifiers" - (ALL, EACH, EVERY, SOME, FEW, MANY, NONE)

2. Complex Presuppositions – Cases in which more than a simple existence of an element is presupposed.

Relative Clauses - (Complex noun arguments, statements that have a noun followed by a phrase beginning with WHO, WHICH, or THAT)

Subordinate Clause of Time - (BEFORE, AFTER, DURING, AS, SINCE, PRIOR, WHILE, YET, NOW, AGAIN)

Cleft Sentences - (Sentences starting with IT IS or IT WAS)

Pseudo Cleft Sentences - Identified by the form of "What [sentence] is [sentence]".

Stressed Sentences - (Voice stress) such as: I am especially interested in the OUTSTANDING results that NLP has gotten.

Complex Adjectives - (NEW, OLD, FORMER, PRESENT, PREVIOUS)

Ordinal Numerals - (FIRST, SECOND, THIRD, FOURTH, ANOTHER, NEXT)

Comparatives - (Words ending with ER, MORE, LESS)

Comparative As - (AS........AS) For example: What else gets **as** many results **as** NLP does? (Presupposes that NLP get results.)

Repetitive Cue Words - (TOO, ALSO, EITHER, AGAIN, BACK)

Repetitive Verbs and Adverbs - (Verbs and adverbs beginning with "re" for example REPEATEDLY, RETURN, RESTORE, REPLACE, RENEW)

Quantifiers - (ONLY, EVEN, EXCEPT, JUST)

Change of Place Verbs – COME, TO, LEAVE, ARRIVE, DEPART, ENTER)

Change of Time Verbs and Adverbs - (BEGIN, END, STOP, START, CONTINUE, PROCEED, ALREADY, YET, STILL, ANYMORE)

Change of State Verbs - (CHANGE, TRANSFORM, TURN INTO, BECOME)

Factive Verbs and Adjectives - (ODD, AWARE, KNOW, REALIZE, REGRET, BELIEVE, PLEASED)

Commentary Adjectives and Adverbs - (LUCKY, FORTUNATELY, FAR OUT, OUT OF SIGHT, GROOVY, HAPPILY, NECESSARILY, REMARKABLE, INNOCENTLY)

Counterfactual Conditional Clauses - (Verbs having subjective tense) (If you had listened to me and you father, you wouldn't be in the wonderful position you're in now.) You didn't listen to me.)

Contrary to Expectation - (SHOULD) (if you should [happen to] decide you want to talk to me, I'll be hanging out in the city dump.) (I don't expect you want to talk to me.)

Selection Restriction - If my professor gets pregnant, I'll be very happy. (Restricted to being a professor with the subgroup female) (Presupposes my professor is a woman.)

Questions - By asking a question we presuppose what is asked in a question. Have you taken my NLP and Hypnosis book? (Presupposes someone has taken my book.)

Negative Questions - Isn't Leading Edge Communications not the top management consultant company in Calgary? (Presupposes that Leading Edge Communications is a top management company.)

Rhetorical Questions - Asking a question that does not require an answer. Who cares about that? (Presupposes no one cares about that subject.)

Spurious Not - I wonder if you are not already more proficient at advanced language patterns than most? (Presupposes you are already proficient at advanced language patterns.)

APPENDIX B

Mind Lines

The Deframing Mind-Lines
#1 Specifying the Magic
      What component pieces make up this idea?
      How do you know to call or label this X?
      What lets you know to think, picture, or hear it in this way?
      What do you mean by X?

#2 Detailing the Magical Strategy
      In what order and sequence do these parts occur?
      What comes first, then second, etc.?
      What let's you know to think, picture, or hear it in this way?

The Content Reframing Mind-Lines
#3 Reframing the EB (external behavior)
      What really is EB is …
      What else would be a case of this EB?
      If you want to really see a case of this EB, consider…

#4 Reframing the IS (internal state) content
      This isn't IS #1, it is IS #2
      What other IS could we just as well attribute to this EB?
      If you really want to see a case of this IS, consider ….!

The Counter-Framing Mind-Lines
#5 Reflexively apply the EB (X)
      What an X statement

#6 Reflexively apply the IS (Y)

#7 Counter-Example
      Has there ever been a time when you did not do or experience this?
      When does this magical formula about yourself or life not apply?
      So have you ever experienced the opposite?

The Pre-framing Mind-Lines
#8 Positive Prior Intention
      Your probably did that because of stated positive intention.
      Weren't you attempting to accomplish the positive purpose of …?
      What would you guess the person sought to accomplish of value to him or her?

#9 Positive Prior Cause

You did that because X or Y occurred, did you not?
What else could have caused the idea or behavior outside your control?

The Out-framing Mind-Lines

#10 First Outcome
This belief will lead you to experiencing the consequences of …
What will happen if you run with this idea or behavior?

#11 Outcome Of Outcome
If you experience that outcome, what will it then lead to?
As you get the first outcome, that will then lead to X, is that what you want?

#12 Ultimate Outcome
Ultimately, this belief will lead to X & Y, how do you like that?
When you look back on your life having experienced all these consequences, how will you think or feel about it?

The Out-framing Mind-Lines

#13 Model of the World
Who taught you to think or feel this way?
When you think of this as just a mental map, how does that change things?

#14 Value Out-framing
What do you find more important that this?
How dies X (dome other value) affect this?
When you compare this with X (value), what do you think?

#15 Allness Out-framing
Always? To everyone?
Would you recommend this for everybody?
Has there never been a time when you didn't.

$16 Necessity Out-framing
What forces you to think this way?
What would happen if you did not?
Do you have to?
What would it be like if you couldn't?

#17 Identity Our-framing
What does this say about you as a person?
When you think or do this, how does that effect your identity?
Who would you be if you didn't believe this?

#18 All other abstractions framing
When you think about A, B, or C about that, how does that influence things?

#19 Ecology Out-framing

       Does this serve you well?
       Does it enhance your life?
       Do any parts of you object to this?

The Analogous Framing Mind-Lines

#20 Metaphor or story out-framing

       I have a friend who just last month…
       Carrying over and applying a referent story to the belief

#21 Both/And Framing

       Is this really an either/or situation? Black-or-white?
       There are no grays? No middles? No degree or extent of?
       Could it be both and at the same time from different perspectives?

#22 Pseudo-Words Framing

       Is this a true word that stands for a real thing or a valid concept?
       Could this be a pseudo-word? Just a noise or spell mark?

#23 Negation Framing

       What if this was not real and did not really exist?
       What would it be like if this just faded away from your internal cinema? How
       would that affect things?

#24 Possibility and "As If" Framing

       What if there was a possibility of you doing this?
       Suppose for the sake of discussion for a moment that you had the resources to …
       Would you like that?

#25 Systemic and Probability Framing

       What's the probability of this happening? Or not happening?
       What other systemic factors or influences affect this?
       Is this truly linear or is there anything circular or systemic in this?

#26 Decision Framing

       Have you decided that this is so? Is that what you want?
       Will you do this? Will you keep choosing this path that doesn't work?

EXHIBIT C

Hypnotic Language Patterns

1. Mind reading – Statements that claim to have the ability to know what someone else is thinking or feeling.

2. Lost Performance – Statement of judgments, beliefs, or standards, which are expressed in such, a way that the individual who is making the judgment or setting the standard is not identified.

3. Cause and Effect – Statements that claim that there is a cause and effect relationship between one thing and another.

4. Complex Equivalent – Statements that say that one thing is or means the same as another thing.

5. Presuppositions – What must already be assumed to be true for the statement being made to be true.

6. Universal Qualifiers – Words that imply or state absolute conditions as being true.

7. Modal Operator – Words that suggest that something is necessary or possible and which define the boundaries of a person's model of the world.

8. Nominalizations – Words that change a process into a static event or noun.

9. Unspecified Verbs – Verbs that do not have phrases that specify how or on what an action is performed.

10. Tag Questions – Questions that are used to turn the uncertainty of a question into the certainty of a statement.

11. Lack of Referential Index – The use of a noun or pronoun to refer to a non-specific group or category. The person doing receiving the action is deleted.

12. Comparative Deletions – Statements that do not specifically state what or how a comparison is being made.

13. Pacing Current Experience – Statements that describe the ongoing experience.

14. Double Binds – Statements that offer two or more choices that are in fact the same choice.

15. Conversational Postulate – A statement in the form of a question which when asked and taken literally would require a yes or no answer. This statement in normally taken as a command to perform the requested action. Use a voice intonation of a command.

16. Extend Quotes – A statement that contains one or more quotes that are intertwined with each other and with the story so that it becomes ambiguous as to what is quote and what is story.

17. Selection Restriction Violation – Statements that are violations of well-formed meaning as understood by native speakers of English.

18. Embedded Commands – Questions that include commands embedded with the question itself.

19. Embedded Questions – Questions that include commands embedded within the question itself.

20. Covering All Range of Possibilities – Statements which cover all ranges of what is possible.

21. Utilization – Statements that use everything as though you control it, as though you planned it and thought of it.

22. Context and Meaning Reframing – Statements that reframe the meaning in the same contest or change the meaning by changing the context.

23. Building Excitement and Expectations – Statements used to create excitement and expectation.

24. Truisms – Universal statements about sensations and time.

25. Open ended Suggestions – Statements that do not place boundaries on what is possible or not possible in the future.

16. Single Binds – Statements that link one cause effect as the only possibility.

27. I'm Not Going to Tell You – A statement used to covertly or indirectly make an assertion.

28. Compound Suggestion - A statement that makes a suggestion that one would like to be accepted and covertly covers this up by making a second statement of fact.

29. Phonological Ambiguity – Words that sound the same but have different meanings are used to cause ambiguity.

30. Syntactic Ambiguity – Statements where the syntactic function of a word cannot uniquely be determined from the immediate context.

31. Scope Ambiguity – Statements where ambiguity exists as to how the modifier(s) apply to other words in the sentence.

32. Punctuation Ambiguity – Two well-formed statements are combined into a singular ill formed statement. (I notice that you are wearing a (Watch) carefully what I am doing).

Extending the Meta-Model: The following comes from Communication Magic 2001.

1. Pseudo-Words – Written or auditory forms that look and sound like words, but do not actually reference anything. Korzybski described theses as "spellmarks" and "noise."

2. Static Words l- One-valued terms that the speaker has failed to extensionalize.

3. Undefined Terms – Like presuppositions, these terms we can't define except using terms that make up the meaning of the term. This leads to circular reasoning, defining our terms by the very terms that we use in or definition. Solution: Simply "lay on the table our metaphysics and our assumed structures" recognizing the undefinedness of the terms.

4. Either-Or Terms and Phrases – Using an either-or format for representing reality creates a two-valued structure, and typically does not accord with the territory. It generally creates excluded middles and eliminates the both-and think of systems.

5. Mulit-ordinal terms – As we generalize, we often use the same words on many different levels of abstraction without indicating the level. Multi-Ordinal terms are nominalizations that are highly ambiguous in and of themselves and take on meaning from their level of abstraction.

6. Identification – Treating phenomena that occur in different levels or dimensions as if "the same." We identify things, processes, events, etc. when we ignore differences. The "is " of identity work in an especially insidious way. Via identifications, we hallucinate concepts as external things, and create a frozen universe.

7. Delusional Verbal Splits – When we split or dichotomize phenomenon which cannot and does not exist in those parts (mind-and-body, space-time, etc.) we create an elementalism. Language gives us the ability to analyze and separate things. Yet we often forget that our verbal mapping is only that l- at the verbal level and does not actually reflect separate "elements." This can create delusional verbal splits, "mind," "body," etc.

8. Static or Signal Words – Terms that portray reality as static, definite, absolute, and one-valued give rise to "a legislative semantic mood." Such language leads to the "thinghood of words."

9. Metaphors – All language actually works metaphorically. Explicit metaphors describe larger level units of meaning, speaking about one thing in terms of another. Metaphors can involve stories, narrative, poetry, koans, proverbs, "is," like," etc. Metaphors allow us to map a phonemenon in terms of the structure, functions, purpose, etc. of another phenomenon.

10. Over-defined and Under-defined Terms – Most terms are under-defined extensionally as we fail to point out the extensional meanings in sensory-based terms and over-define intensionally as we overly-rely upon verbal, dictionary definitions. This leads to unsanity. It moves us further and further away from the sensory based, empirical world and more into world of words and mere verbal definitions.

Frame Games

1. Frame govern everything; it's always a matter of frames.
The frames that we set, that are set for us, and that we buy into control our whole mind-body experience and usually do so outside-of-our-awareness. The more *outside of awareness* the frame, the more it plays us. The more awareness we develop, the more control we have over them.

2. Whoever sets the Frame Controls the Game? Whoever Changes a Frame - Alter the Games.
Someone always sets a frame and whoever sets a frame for a context area, domain, field, interaction, etc. governs or exercises the most influence over that area. Awareness of frames empowers us for frame setting, changing, and rejecting. If someone is playing a mind-game with you, look for the governing frame.

3. The Problem is never the Person; it's Always the Frames. Or, "It's the Frame, Stupid."
To think symptomatically is to become focused on the person, behaviors, and emotions that result from the frame game. Yet the person and the expressions of the frame are never really the problem. Not the ultimate problem. Problems arise from *Frames*.

4. Frames create and direct Focus.
Frames control the shift and concentration of focus. The structural format of a frame-of-reference call attention to the *cognitive* content inside of the frame as it foregrounds some ideas, and at the same time background the shape and form of the frame itself, making it less and less conscious. It this way frames *magically* foreground

5. Awareness of the frame exposes the frame game itself.
By shifting from content to structure, from the thoughts *within* the frame of reference to the shape and form of the higher level *thoughts* we are involves moving above and *beyond* the content to the structure which '*meta*' refers to this 'above, beyond, and about relationship.'

6. The Name of the Games is to Name the Game.
When we *name* the game, we expose the *frame* and it typically changes everything. Generally, it's very difficult to continue a toxic games when it's been exposed. So the name of the game regarding sick, toxic, and dis-empowering games is to name the game. Doing so exposes the dragon.

7. Where's there's a Frame – There's a Game Nearby …and a Neuro-Linguistic State. And where there's a Game –There's a Governing Frame Overhead.
Frames create the mental and emotional states that we *feel*. The thought-and-felt experiences of a state of consciousness operates from governing frames. A *state* of mind, emotions, or body as an attitude or mood functions as a holistic mental-emotional *energy*

field. And as an energy field, it creates a self-reinforcing dynamic. This *state* dependency means the state influences what we see, hear, feel, remember, act, imagine, talk, etc. When in state, we see the world *from the frame and perspective* of that state. States have *energies*. And we can learn to see, hear, feel, smell, and taste them.

8. Frame Brains Play *Frame Games* with the "stuff" of Thoughts.
There's nothing mystical about frames. Frames are made out of the "stuff" of "thoughts." The material out of which we construct our world of meaning, communication, significance, etc. consists of the fairly fluid and malleable "thought" or representations that we entertain. Your *frame brain* **frames**, and it frames at multiple levels.

9. Everybody has a Frame Brain … and you can count on "Frame Brains to frame.
Our brains do their work by referencing and creating frames of reference at every higher logical level. This generates our frames and our higher frames of mind. This simply arises from the way we think-and-feel.

10. Frame Brains Thrive on Symbols.
What do you feed a frame brain. As a semantic class of life, we set frames in our brain-and-body by using symbols (both linguistic and non-linguistic symbols). This means that even the tiniest little word can sometimes fully establish and set powerful frames-of-reference and frames of mind that control perception, memory, experience, behavior, emotion, and even skills. The *secret of Word Magic* is that as we represent, we encode our mind and neurology.

11. "Magic" happens when we Detect and Transform the Frames of our thoughts.
A *Word Magician* can make frames magically appear, disappear, and re-appear. Since neuro-linguistic "thinking" governs setting frames in the first place, we can use the same for tearing downs frames, loosening frames, switching to better frames, and setting higher frames, etc. This means the very *Word Magic* (magic of symbols in neurology) which crates frames can also Deframe, Reframe, and Outframe. This enables us to tap into the neuro-semantic level of meaning making.

12. Frame Game Magic Increases with the Intensity of Vividness & Drama
If you want to get an idea dance and move, give it rhythm, a compelling voice, and let it make a memorable impression upon us. What we "hold in mind" becomes our higher *meanings* or *frames of mind*. Make the ideas memorable through drama and vividness.

13. To set a Frame, Frame Game Masters use Repetition, Questions, & "Mind-to-Muscle" Processes.
How do you set a frame? All you have to do is repeat something long enough and it will tend to get in, wear a groove in neurology, and become a reference point – even if you don't believe it, like it, or want it. For things you do like, want, and believe in – welcome it in with lots of repetitions and ask lots of questions that presuppose it. We breach the Mind-Muscle connection by emotionalizing thoughts *Activating the body* with a strong primary emotion (fear, anger, aversion / attraction, joy / sadness, lust / revulsion, stress /

relaxation, etc.) typically crates a strong association to corresponding ideas, concepts, or beliers, and so establishes a frame-of-reference.

14. Play flows where the Games Goes - as Saith the Frame
This engages the Meta-State Principle that says, *Energy flows where attention goes – as determined by intention*. The higher frame of intention and structure formats organizes and controls the flow of energy and attention. It creates pathway for consciousness to more easily flow.

15. Frame and Frame Games create a Personal Matrix.
The "world" you live in emerges from the frames you inherit, absorb, and construct. By our conversations and thinking, we enter into the "universes " that we then inhabit. Make sure you have a good one. No, make that a wonderful and magical one.

16. Frames can turn Toxic
When we build No-Win Frames or an internal frame that turns on us and attacks us, we thereby build an internal "computer virus" or Dragon State that poisons us from within. This undermines and sabotages health, success, and happiness.

17. No Frame Matrix is Perfect (or invincible)
There are glitches, slippages, and imperfections in everyone, in every frame world. Ultimately, they are all **just maps**. Maps created by some fallible human being. The edges are fuzzy – what's in and out of the frame? We do not have to treat the boundaries as if they were barriers. In the World of our Matrix Frames, we can walk through doors.
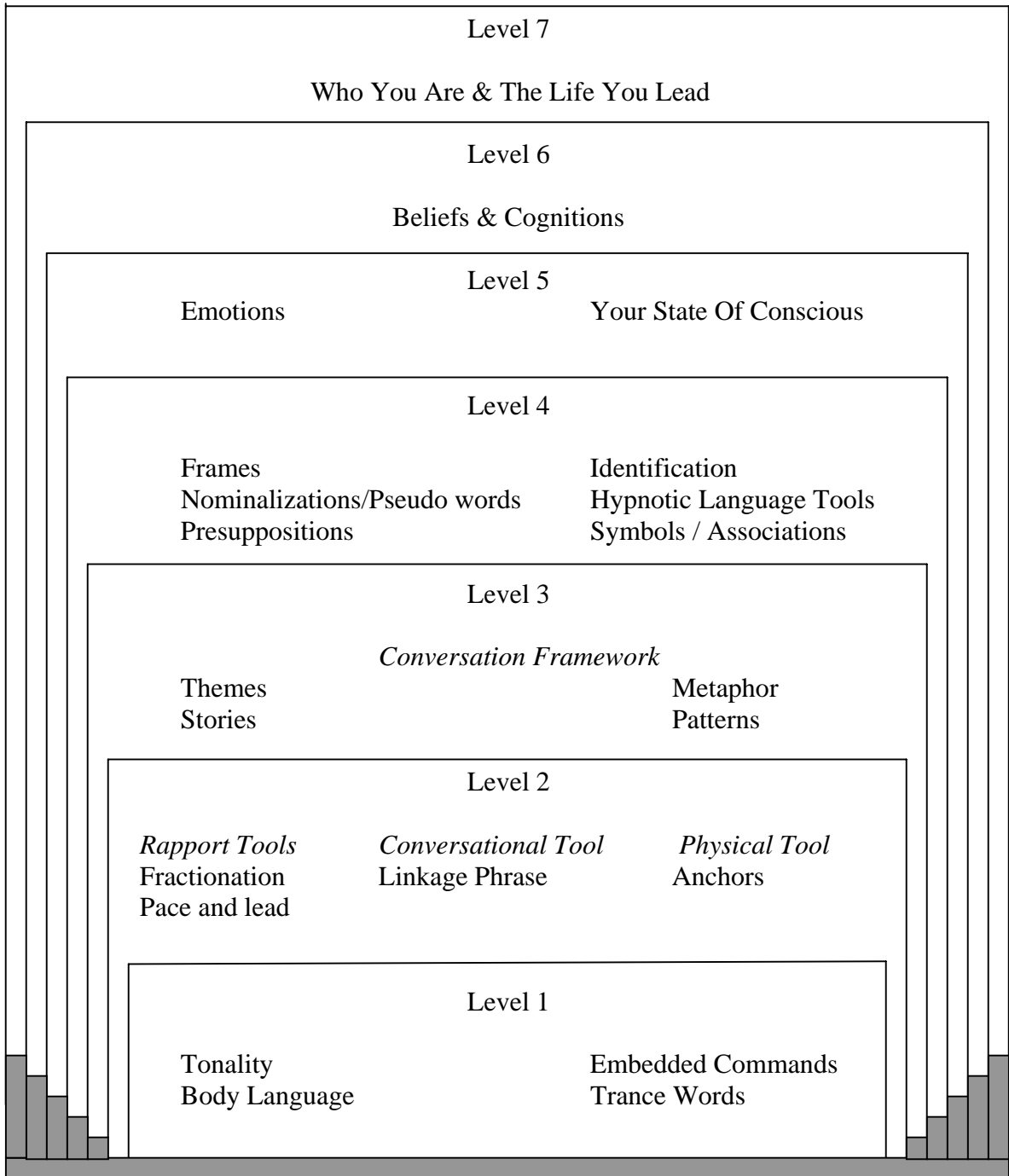
18. We can Change and Transform Frames by entering a matrix world so that we can spoil it from inside. This describes the de-constructivists job, undermining from within. Stepping outside of the whole set of frames allows one to out-frame with various resources.
Pacing, pacing, and pacing enable us to enter a matrix world so that we can spoil it from inside. This describes the de-constructivists jog, undermining from within. Stepping outside of the whole set of frames allows one to out-frames with various resources.

19. You are only as Free as Your Frames allow you to be.

20. Every Game is Motivated by higher intentions and agendas.

TOOLS HEIRARCHY

Level 7

Who You Are & The Life You Lead

Level 6

Beliefs & Cognitions

Level 5

Emotions   Your State Of Conscious

Level 4

Frames   Identification
Nominalizations/Pseudo words   Hypnotic Language Tools
Presuppositions   Symbols / Associations

Level 3

Conversation Framework
Themes   Metaphor
Stories   Patterns

Level 2

Rapport Tools   *Conversational Tool*   *Physical Tool*
Fractionation   Linkage Phrase   Anchors
Pace and lead

Level 1

Tonality   Embedded Commands
Body Language   Trance Words

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