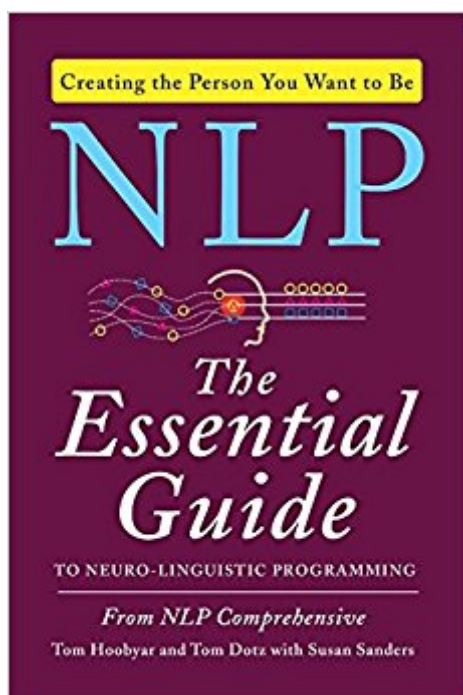


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# NLP: The Essential Guide To Neuro-Linguistic Programming



## Synopsis

NLP (Neuro-Linguistic Programming) has helped millions to overcome their fears, increase their confidence, and achieve greater success in their personal and professional lives and relationships. Now, from the company that created *NLP: The New Technology of Achievement*—one of the bestselling NLP books of all time—comes *NLP: The Essential Guide to Neuro-Linguistic Programming*. This user-friendly guide, written by three seasoned NLP Master Practitioners and coaches, leads you on a personal journey in using and applying NLP in everyday life. Through their real-life stories, you will experience the NLP strategies you need to achieve specific results in business and in life. As you read *NLP: The Essential Guide*, you'll find yourself thinking in new ways and applying the techniques to your own personal challenges and opportunities for greater satisfaction.

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## Customer Reviews

Tom Hoobyar, NLP Master Practitioner, engineer, and high-tech CEO, uses his NLP skills and life experience to help individuals and businesses grow. He also founded the NLP Cafe, the international NLP Alumni study group with branches around the world. Tom Dotz founded the NLP Institute of California in 1990, growing it in four years to the largest organization of its kind in the U.S. In 1998 he acquired NLP Comprehensive, initiating new programs to keep it at the forefront of NLP. Susan Sanders is a seasoned training executive. She helps companies make learning and working easier, more fun, and more meaningful by integrating key concepts and strategies from her

decade-long study of NLP. Tom Hoobyar, NLP Master Practitioner, engineer, and high-tech CEO, uses his NLP skills and life experience to help individuals and businesses grow. He also founded the NLP Cafe, the international NLP Alumni study group with branches around the world. Tom Dotz founded the NLP Institute of California in 1990, growing it in four years to the largest organization of its kind in the U.S. In 1998 he acquired NLP Comprehensive, initiating new programs to keep it at the forefront of NLP. Susan Sanders is a seasoned training executive. She helps companies make learning and working easier, more fun, and more meaningful by integrating key concepts and strategies from her decade-long study of NLP. Tom Hoobyar, NLP Master Practitioner, engineer, and high-tech CEO, uses his NLP skills and life experience to help individuals and businesses grow. He also founded the NLP Cafe, the international NLP Alumni study group with branches around the world. Tom Dotz founded the NLP Institute of California in 1990, growing it in four years to the largest organization of its kind in the U.S. In 1998 he acquired NLP Comprehensive, initiating new programs to keep it at the forefront of NLP. Susan Sanders is a seasoned training executive. She helps companies make learning and working easier, more fun, and more meaningful by integrating key concepts and strategies from her decade-long study of NLP.

My first experience with NLP was with Tom Hoobyar himself, doing an impromptu session with me at a conference in a hotel. He said he could fix some of my "inner head trash" and asked me if there was an issue I'd like his help with. This was a decade ago. I knew NLP worked because a lot of top platform presenters and sales people use it effectively to persuade - with embedded commands etc. Take-no-prisoners sales guys don't give a rip about theory, as long as it works. So I knew NLP wasn't hocus-pocus. I explained how my oldest son, who then was 3 years old, had this odd way of being able to push my buttons and make me angry. I knew it was irrational and it was MY problem. And I didn't like it. I tended to get mad at him very easily. (But not either of the other two kids.) I knew it was damaging my relationship with the little guy. Tom says, "OK Perry, describe a scene where your son does something that sets you off." I think for a minute and say, "He walks to the refrigerator, opens it, pours himself a glass of milk. Then he drops the milk jug on the floor. It splits open and sprays milk all over the kitchen and I get MAD at him." Tom says, "Great. Now when do you actually feel yourself getting angry? Is it when he spills the milk, or is it some other time?" He talks me through the scene one frame at a time. I realize I get mad just \*before\* he spills the milk, not after. Tom slows down the film strip even more and asks me if I'm seeing, hearing, smelling, or feeling anything else. This is odd. Like. . . what??? I don't know what he's talking about. But he helps me slow down the frames in my mind even more. Suddenly I realize that at a certain moment there's

this sort of blue flash of light in my mind and it's a flash of ANGER. It actually has a location in space. It has color and texture."Great!" Tom says. "Now I want you to do something for me."He stands up and walks across the room diagonally, from one corner to the other. He points to an invisible line on the floor and says, "This is the time line of your life. This corner is when you were born, that corner is someday when you die. Come stand here in the middle, in the present." (One of Tom Hoobyar's favorite techniques is helping you understand how you perceive your own time line. Everyone is different.)I comply with his request. He says, "Now I want you to walk backwards on this line, towards the day you were born. Just as soon as you feel that feeling and see that blue flash of light, I want you stop."Man, this is weird. How in the world is this going to ever work? It seems silly.I walk backwards slowly. Suddenly about halfway back, I see that blue flash of light and I feel that same flash of anger. I stop.Tom says, "Where are you? What do you see?"I'm laying on my bed, with a brown bedspread, the bottom bunk of my bunkbed that I share with my brother. I'm 14 years old. I'm crying. My dad has cancer and he's about to have his kidney taken out and he may not make through the surgery. Or they might cut him open, see cancer all over the place and sew him back up and send him home to die. I'm terribly, horribly despondent.Wow."Perry, somehow you attached your son's mistakes to your grief over your dad's cancer. That's not only anger, it's sadness. Every time he makes a big mistake, you relive that sad day when you were 14 years old for about 10 nanoseconds. You get angry and you don't even know why."Dang. This actually makes logical sense."Is it OK if we fix your film strip?" He asks."Sure."He does an exercise with me where he replaces that sadness frame on the film strip with a different memory.After that, I don't get nearly as mad at my son anymore. The feeling wasn't completely gone, but 75% of that anger impulse went away. Just like that.Wow. That is cool.NLP has hard limits to what it can accomplish; it's not a cure-all. But Tom's book, based on 20 years of incredibly intense study and his NLP master practitioner experience, gives you great insight into how our minds work.We all know we have a subconscious, but few realize there's all kinds of stuff going on one level below your awareness, flashes of sounds, smells, feelings and beliefs. They only appear for nanoseconds, but they have a huge impact on your feelings and behaviors. You don't have to get hypnotized to access them.NLP makes it possible for you to slow the film strip down - not only for yourself but in conversations. Ways of making difficult conversations much easier. This is an easy to read book written in plain language, not "NLP-ese." There are a lot of not-very-user-friendly NLP courses and teachers out there, but this is NOT one of them.You'll appreciate Tom as he shares with you in an easy, conversational voice what is really going on in your mind and perceptions. This is a chance to change the way you feel and communicate.

I read this book on my holiday and it really helped think some things through and start changing. I have the feeling many times in life that I'm living a bit by default... just following the flow of everyday life. This book challenges you to dig deeper into your goals and desires, reflect on your priorities and question your daily behaviour and habits. Whatever subjects it explores, it always roots the theory into practical exercises you can start applying immediately. After you've read through the main book you can also try the day-by-day guide on applying all the principles that's at the end of the book. Highly recommended overall!

This is a very useful book for anyone who is interested in a comprehensive introduction to NLP. The authors explain basic concepts using language that is easy to understand (without getting bogged down by the plethora of technical jargons that NLP is known for). They start with basics regarding how NLP is useful in improving oneself, then goes on to explain techniques for improving communication, and finally applying these techniques to mediation and negotiation. In the many exercises, practical step-by-step guidance is provided, so that the reader can get a feel for various techniques, even without a coach. In all, a very good read for any reader who is drawn to the subject. Among the books that I have read about introducing NLP to readers in general, I think this is the most well written.

It's been some time since I revisited the NLP system and I tell you, this book hits the spot on explaining the concepts in clear language. Not only does it explain things well, I loved the 21-day guide to start applying the important principles. Great stuff !! I would recommend this book to anyone trying to incorporate some self-improvement technologies in their lives.

Very generalized description of what NLP is. I am not done reading the book, but it has these fun exercises you can do after each chapter or make notes of what you read in a few chapters. It also includes links to where you can find more examples of NLP exercises in each chapter.

An amazing book for those pursuing self development and a more conscious way of life. Live your life don't let life live you.

All praises written by other reviewers - agreed. I have just begun my master-practitioner studies, taking it in TWO parallel courses (some redundancy makes studies easier for me, and not all of it is

redundant, the courses are not identical). In other words, I am REALLY into it (also made myself a website, called elinlp [com]). So I am also buying some books, in fact, some 15 of them so far, kindle and hard copies - by founding fathers (B&G), disciples, and others, gradually sharpening my perception of what is better for me. This book is great in many ways, as testified by the other reviewers, of which I wish to repeat one that is very important for me. Being quite an experienced kindle reader, I know by now that the adaptation of texts to computer technology is sometimes bad, sometimes quite good, sometimes great. This one is as excellent as I can imagine. Plenty, really plenty, of cross links, live and active, inside the text. And the access to the NLP comprehensive website, with many many resources, both in texts and great videos (Tom Best is so much fun to experience), is for me nothing less than a treasure. I never expected to get the golden key to this treasure box when I clicked on "buy with one click". Never had a comparable experience with other books or NLP centers before. Bottom line, somewhat surprisingly, you get MUCH more than you pay for: A great, informative, easy to read text, plus plenty of extras. Did I make my point? Hope so, for my review is also a gesture of gratitude to the authors.

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