Resource Guide

Master NLP Anchoring

19 LITTLE KNOWN SECRETS TO ANCHORING LIKE A PRO IN EVERYDAY CONTEXTS!

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Introduction

Congratulations on taking an important step to learning how to anchor like a NLP pro!

The following guide is designed to teach you 19 little known secrets about how to anchor others and show you how easy it is to use NLP anchoring effectively in everyday life situations.

Each idea is broken down in to an easy to consume 'episode' for you to digest and then begin to apply.

I wrote this guide with one core intention in mind: **to give you SOME OF THE VERY BEST CONTENT and distinctions on anchoring that you can find ANYWHERE.**

A worthwhile goal but I believe your time, like mine has value and I want you to be rewarded for your commitment to learn this really powerful skill.

Regardless of your skill level, you will find this guide contains some of the best and latest material on anchoring available.

It will teach you ideas and practical things that you can do to radically elevate your anchoring skills.

Along the way I'll also tell you about a VIDEO resource, 30 Days to Masterful NLP Anchoring which you are welcome to check out if want to learn how to anchor in any sensory system.

So let's get started!

To your success,

Tom O'Connor

About The Author

Tom O'Connor has over 21 years experience learning and teaching NLP to interntional audiences through online training programs and live events.

An Advanced Therapeutic Specialist of NLP, certified NLP Trainer, Master Practitioner and clinical hypnotist Tom loves to use NLP to transform lives and help clients achieve breakthroughs.

As a consultant and executive coach, Tom has worked with numerous Fortune 100 companies and business executives across multiple industries.

He is CEO and founder of NLPTIMES.COM, the field's leading online training portal designed to teach students how to use the technology of NLP effortlessly in everyday contexts to transform their lives, careers and that of their clients.

NLP Times has published over 100 training programs and Tom's videos have been viewed over two million times. His NLP newsletter available at www.nlptimes.com, has been read by tens of thousands of students from 198 countries.

EPISODE 01

The Real Secrets To
NLP Anchoring

The Real Secrets To NLP Anchoring

Over the years, I've had a lot of people ask me does NLP Anchoring really work? Followed quickly by - what's the secret to anchoring?

First off, in case you don't know anything about anchoring, anchoring is the process by which learning occurs in the body. I'll be getting into much more depth about what anchoring is and how it works, but for now I want you to know that when you learn to master anchoring you have an incredibly powerful tool to use in everyday life.

So does it work?

Absolutely - not alone does it work, but literally it is happening everywhere. And there are many types and examples of anchors (which I'll be covering in this guide) that you can use today to better your own or someone else's life.

Too many NLPers over complicate what is a simple thing.

Anchoring is one of the most useful communication and influencing skills you can learn. Indeed the co-creator of NLP, Dr. Richard Bandler once commented, that "anchoring is one of those things that still impresses me today." Decades on from when it was discovered in NLP.

But there's a huge difference between knowing how it works and being able to do it, and that's what I want you to begin to learn how to do. Let me share a quick story...

When I started out in NLP over 20 years ago, I remember wondering if anchoring really worked. That all changed one day when I GOT THE first SECRET TO ANCHORING and put it into action.

It all started when I asked myself this question:

Why is it that so many people have difficulty doing anchoring?

I thought about this for a year, spoke to and surveyed thousands of NLPers from all around the world and one night at about 10PM while watching C.S.I. (remember when that show was big!), the answer hit me!

The reason is so simple.

Have a look at the formula below what I now call the "PHYSICS FACTOR" in learning NLP.

Incorrect Learning Sequence + Outdated Theory = An Endless Loop of Poor Results.

Way too many trainers are still teaching NLP and anchoring based on the 1980's notion of NLP which predominantly saw NLP as about "programming" another person.

Just like the early models of Physics, the way we think about our models of the world has changed radically and if you are learning NLP from someone who is teaching outdated understandings and models then you are in for a big surprise when you go to put it into practice.

The sequence, or order that you learn the key skills and domains of NLP, or anything for that matter, has a BIG impact on what you can do with the technology.

If you have had some prior training in NLP, you call recite the technique of "how to anchor", right?

However knowing the technique but not able to actually do it well, is a bummer right? Many students who learn to anchor, only learn to do it by having to touch someone -- which is incredibly limiting, when one can anchor in any sensory system, when you know how...

Most people who teach anchoring teach you to "look for the peak" of a state and advise anchor at the TOP.

But how can you know you it is the peak?

The person going through the experience doesn't even know if they are at the top (before it happens and many times even after).

So this advice isn't very useful.
So what is the answer?

The first step to masterful anchoring is not learning what the trigger is or finding the peak, it's MUCH SIMPLER than that.

SO HERE ARE TWO OF THE BIG SECRETS TO NLP ANCHORING...

1. Anchoring is NOT what you do to someone!

It is NOT the TECHNIQUE nor is it all about "going first" (although that is important) rather ANCHORING IS ALL ABOUT WHAT HAPPENS INSIDE THE MIND/BODY of the RECEIVER of your communication at the PRECISE MOMENT, the very INSTANT you do SOMETHING UNIQUE AND they are in a SPECIFIC STATE.

That is where the real magic occurs, not in something you "DO" to someone. But what is going on in them, the moment you establish your anchor.

You see, Anchoring happens in an INSTANT - it's that quick when you know how!

From then on, whenever you do X (for example touch them in a specific way or use a certain look or voice tone, the receiver's neurology will respond by doing Y (experience the state response and anything else linked with it.)

Whether you are trying to anchor a friend, person you are attracted to, a colleague, client or child the success or so called "failure" to anchor is all about what happens inside the mind/body of the receiver of your communication at a particular moment

that you have them in a STRONG STATE.

If you "fail" to anchor it is almost certainly for **one of only a handful of reasons** and most of them have very little to do with blindly following the technique. Once you are aware of these reasons you can easily overcome them and become very skillful in a short period of time. And that is just the beginning of what how you can then use anchoring to get all kinds of incredible results.

When you realize that Anchoring is something that happens INSIDE the mind/body of the receiver of your communication and in an INSTANT, and it is not something you "do" to someone you can quickly see how easy anchors can be "set" and how they are occurring ALL the time, both for you, and the people you would like to be more effective and influential with.

Pretty powerful, right?

THE SECOND BIG SECRET TO ANCHORING EFFECTIVELY:

Is really a shift in your mindset...

2. When you anchor someone, what you are doing is training their neurology to create a new link "when this happens ... that occurs" or "when this happens ... do that".

I'll repeat that again, because it's SO IMPORTANT for you to get.

When you anchor you are TRAINING SOMEONE'S NEUROLOGY to link up" when this happens ... that occurs" or "when this happens... do that".

The brain can learn this process super quick.

Got it?

You'll see examples of this in your everyday life. For example, when I tilt my head slightly down and at an angle and look into my partner's eyes and say in a warm slow voice "come here darling" she'll instantly smile and feel really good inside.

It takes just a second to do. Yet the effect is near instantaneous AND repeatable.

You can think of examples in your own life where you may have anchors that elicit both positive and negative emotional responses.

Imagine if you could INTENTIONALLY and SKILLFULLY ANCHOR anyone in the areas of your life that matter most, how useful would that be?

Who would you want to anchor first?
What states would you like to be able to elicit and trigger in others?
How quickly would you like to learn them?

Keep reading... we've many more useful insights and things you can do in store. And you will read about several different examples so you can see how this stuff works in

EPISODE 02

Social Magnetics And The 3 Unbreakable Laws To Anchoring Anyone When You Are In Any Social Situation

Social Magnetics & The 3 Unbreakable Laws To Anchoring Anyone When You Are In Any Social Situation

Note men and women who are "Social Magnets" who have the ability to consistently make other people feel good, are considered more attractive.

Why? Because they do certain things DIFFERENTLY than your average person.

Somehow by just being around them - other people can feel good for no APPARENT REASON, yet a skilled NLPer knows exactly what is happening. Girls say these kinds of guys are "Addictive" to be around and Guys say Women who can do this are "Mind blowing". It doesn't matter if we are talking about the bar or a boardroom.

This may come to you as a surprise but almost NO-ONE LEARNS NLP FOR THE SAKE OF NLP! Think about it, you learn NLP not for NLP but for the benefits, rewards or goals you believe having the skills of NLP will give you.

Probably the greatest skill you can develop with NLP, is the ability to get on with other people so well that they love being around you, where you are like a massive magnet that they just feel great in your presence. Girls and Guys love being around you and clients love doing business with you. This is what I call "Social Magnetics" and it's one

of most powerful things someone skilled in the art of anchoring others elegantly can do.

There is no better place, to practice and master anchoring, than in social situations …. yet few people do.

In fact there isn't a thing called "NLP", it's a field of people who share a particular worldview and an attitude for doing cool things and stretching the boundary of what others think is possible.

When I asked many successful people who were already highly skilled at NLP why they learned NLP and stuff like anchoring they all said the exactly same thing … they said "it was like I was drawn to it … one day I was doing XYZ profession/thing and I heard/saw/read about this thing called NLP or one of the techniques like fast phobia or anchoring and I thought to myself … this thing sounds like the real thing and I've got to learn more about it.

"I don't know about you, but when I first read Anthony Robbins book "Unlimited Power" I was thinking the exact same thing and I decided then I was going to do whatever I needed to … to get really good at NLP.

The results he spoke about in that book, the kind of change, success in business, the way it enabled him to become so magnetic …by learning many of the cornerstone tools of NLP just blew my mind. That was one of the big drivers that drove my curiosity to seek out and interview many of the worlds very best NLP Master Trainers and resulted

in the creation of the most respected interviews series on the field (you can find out more here at Modeling The Masters inside our monthly NLP training program here). The experts I interviewed there were people Richard Bandler and others recommended as at the top of the field.

A COMMON COMPLAINT: *"Dear Tom, I can't anchor in public!"*

And it was from there that many NLPers wrote to me saying stuff like "I loved the product and am really benefiting from it, thank you so much". But what caught my attention when I exchanged emails was simple questions like "How do I anchor in social situations? ..I feel awkward with the idea of leaning across and trying to touch someone I barely know and even when I do I still don't get the result I want .."

This got me thinking how is it that SO MANY FOLKS HAVE DIFFICULTY ANCHORING IN SOCIAL SETTINGS? That is what Tony Robbins would call a quality question and resulted in many conversations between Master Trainer Michael Breen and I.

Michael is one worlds leading NLP trainers I interviewed for Modeling The Masters. He possesses the mental faculties of three "think tanks" in his encyclopedic mind and is an outliner in every sense of the word. As he was also co-founder of the worlds largest and most successful NLP School in the history of the field, I knew I was in good company when I brainstormed with him about this seemingly very common situation.

As we exchanged ideas rapidly back and forth, Michael stopped, paused for a few

seconds and said something very profound: He said:

"THE WAY YOU LEARN NLP IN THE TRAINING ROOM IS NOT HOW YOU USE IT IN THE REAL WORLD.

Training room exercises are for getting your training wheels on ..it is NOT how you use the technology in the field..."

This ignited the idea in my mind that clearly people who were having a difficultly anchoring in social settings were breaking one of the THREE UNBREAKABLE LAWS to anchoring anyone in any social situation.

The application of the NLP tool set tends to be directed by a series of guidelines traditionally rather than LAWS but I've noticed that those who were superb at

anchoring others, regardless if it was in a sales, coaching, business or dating context (or any kind of social interaction for that matter) always obeyed THESE 3 LAWS and had consistently better results than anyone else.

The 3 LAWS as I've come to call them to expert anchoring are:

1. STATE TRUMPS STRATEGY

The single biggest thing you can do to increase your success when anchoring anyone, is

ENSURING YOU'VE GOT A STATE WORTH ANCHORING before you try any fancy anchoring technique.

If you've tried to anchor someone in a social situation and it's fallen flat that's called ... A LEARNING EXPERIENCE... (if your anchoring accidentally triggered off a hysterical emotional reaction that is called a self-created phobia installation... lol... but that story is for another day).

If you didn't get the result you wanted, learn from it and commit to doing it better next time.

So law number 1 is make sure you've got a state in your recipient that is

A) STRONG enough and
B) worth anchoring.

2. YOU ARE NEVER USING ANCHORING IN ISOLATION

Remember, one of genuine SECRETS TO MASTERING NLP is that you are never using the tool set in isolation.

The way people typically teach it is that the Meta Model is separate from Sleight of Mouth, or that Sub-modalities are separate and unconnected to Meta-Programs.

That simply is smoke and mirrors stuff.

The entire technology, all the so called domains of NLP, are deeply interconnected and related.

In terms of anchoring, it is would be foolish to think you could pluck the process of anchoring out of the the rest of the ongoing communication that is occurring.

You are anchoring assumedly has a purpose?

So when one is anchoring you should have a GOAL in mind. Anchoring then can become PART of an overall process that you are working toward.

There is no point anchoring someone if what you anchor is boredom and what you really need to help achieve your outcome is creativity or confidence.

Remember that.

So Law number 2 is have a clear goal in mind, have the sensory awareness to notice how what you're doing fits into the bigger picture of the NLP process you are working toward.

3. ANCHORING IS ABOUT THEM, NOT YOU...

The third unbreakable law to effortless anchor in any social situation is to remember that ... if you are inside in your head.. you're inside your head! And that is NOT the path to anchoring others effortlessly.

In day 1 I mentioned that :

"ANCHORING IS ALL ABOUT WHAT HAPPENS INSIDE THE MIND/BODY of the RECEIVER of your communication at the PRECISE MOMENT, the very INSTANT you do SOMETHING UNIQUE AND they are in a SPECIFIC STATE."

If you are inside your head, when you are supposed to be PAYING ATTENTION to what is HAPPENING to the OTHER PERSON, on the outside, then you are like a man/woman at the wrong terminal of an airport, unconsciously waiting for your plane to come in.

Yet that plane is never going to arrive, because you are in the wrong building!

When you are in the process of anchoring you can't be inside your head, you need to have your attention totally on THEM.

The moment any "anchor" is established, it is supposed to be happening in their neurology, not yours.

So keep your ATTENTION OUTWARD.

When you're in a training room doing kinesthetic anchoring you can reach across and do all very over the top stuff like "double that feeling", "make it bright and big and 3D", yet in REAL LIFE you know that in most conversational and social situations that approach will look odd and make people go "why is he asking me to do this? or why is he touching me?"

Have you ever had that fear of flopping on your face when trying to do anchoring using kinesthetic touch in a social situation?

Remember if they are inside their head THINKING ABOUT or QUESTIONING what you are doing then they are NOT ASSOCIATED fully into the state you want them to be...

So to summarize the three unbreakable laws to anchoring anyone in any social situation are:

1) STATE TRUMPS STRATEGY
2) YOU ARE NEVER USING ANCHORING IN ISOLATION
3) ANCHORING IS ABOUT THEM, NOT YOU...

Break these laws at your peril.

If you have no State you have nothing to anchor.

If you don't have a clear goal in mind AND you won't know WHAT STATES you want to elicit AND if you forget that anchoring is all about them ... and that you are looking to train THEIR NEUROLOGY to associate X stimulus to a specific response then your ability to anchor is going to be flat at best.

A big area to masterful NLP Anchoring is what we call "STATE PLANNING", it's invaluable for anyone, coach, consultant, hypnotherapist, speed dater or business professional to get a firm handle on. It's a cornerstone to doing great work, but one rarely taught.

To your success,

Tom

EPISODE 03

The Science And Art Of 'Stealing'
Other People's Anchors

The Science And Art Of 'Stealing' Other People's Anchors

If you are a sales or business person who could benefit from being MASSIVELY more INFLUENTIAL or PERSUASIVE in work, selling or a persuasion contexts, then you will want to click on the link below to learn more on how to "steal" other peoples anchors. It's one of the QUICKEST and more POWERFUL ways to influence others and learn how to attach good feelings to your service.

In Robert Cialdini's world famous book on Influence called "The Psychology of Influence and Persuasion" he quotes Alfred Whitehead a renowned British philosopher who said:

"Civilization advances by extending the numbers of operations we can perform without thinking about them."

In the modern age of the 21st century where we each have literally hundreds and thousands of things requesting our attention every day and sometimes in any given hour, our bodies have had to rapidly develop ways to FILTER STUFF out and MAKE QUICK DECISIONS about what things mean and ultimately what we will DO.

Childini called these "shortcuts" and went on to say that "We can't be expected to

recognize and analyze all aspects in each person, event, and situation we encounter in even one day. We haven't the energy, time or CAPACITY for it."

THIS OPENS A BIG OPPORTUNITY AND POSSIBILITIES to the skilled communicator. How? Well before I get into precisely how let me tell you a short story.

The other day I was out with my girlfriend who was window shopping and we walked up to a big Ann Summers Store (for those of you in the US, think Victoria's Secrets). The big red card swinging in the window, surrounded by the most elaborate and jaw dropping lingerie grabbed both our attentions.

The sign said "50% off ALL lingerie, today only".

Suddenly my girlfriend screamed "Ahhhhh we HAVE to go in!" and proceeded to grab my hand and dragged me in the store.

Now the question I have for you is, have you ever had an experience like that happen to you?

Where you just saw something and INSTANTLY every part of you was FOCUSED on it and your emotions went into overdrive? You just had to have it!

I know I have... many times. For me it happens whenever I see the very latest technology goodies, great movies or mind blowing good products.

Retailers know all about these secret "shortcuts" and those that do really well know exactly which hot buttons to press that instantly capture our attention and cause us to make mental shortcuts, which as Cialdini went on to say cause us to ... "RESPOND MINDLESSLY when one or other of these trigger features is present".

These triggers are just that powerful, and BECAUSE our minds are forced to make these mental shortcuts to simply keep up with the constant barrage of stimulus coming at us, we are WIDE OPEN to having both others and ourselves be TRIGGERED UNCONSCIOUSLY.

But just how can we tap into these mental shortcuts?

Before I tell you, if you are reading this and saying to yourself "Yes! I'd LOVE to be able to tap into these powerful mental shortcuts!" then I want you to go DIRECTLY to this link before you read any further:

Now right at the moment when my partner was in a state of literally uncontrolled "Go For It - Get Out Of My Way" action I did something very cool. I stole her anchor!

How? Simple, there are many ways to steal someone's anchor and the results are really, quite literally amazingly powerful.

I know my partner very well, so the strategy I used with her was different to the more SUBTLE and COVERT techniques I typically use. But you can use this with people close

to you.

I repeated exactly the same "Ahhhhh" scream she made and repeated the phrase using the same rhythm and intention she used... RIGHT when she was in the middle of her frenzied state ..

With two repetitions her neurology had made a new association and a new mental shortcut was born.

'Stealing' anchors is something I use every day when I am relating with others. It's ONE OF THE QUICKEST ways to RAPIDLY ELICIT POWERFUL RESOURCES in others without all the traditional over used and clunky training room patterns of anchoring ...

In business situations, particularity when I am having one to one meetings with senior members of large multi-national companies or if I am in a meeting context on a consultancy engagement I will rapidly collect and utilize the anchors of the attendants there.

Simply put, if you want to be effective in being able to powerfully influence and positively impact others, learning how these unconscious shortcuts/triggers work is one of the MOST BENEFICIAL THINGS any serious communicator can do.

The power of these shortcuts, of anchors on others is not just limited to humans. We see examples of this in nature as animal behaviorists have known for a long time.

Chilidini tells a fascinating story where many creatures in nature have learnt to steal or "mimic" the mental shortcuts that other animals, as these mental shortcuts TELL THEIR BRAIN what to do. For example there is a type of killer female firefly called Photuris that has learnt to crack the mating code of another type of male firefly called Photiunus.

Naturally Photiunus males have learnt to avoid killer Photuris females. However this cunning female has discovered that whenever she mimics a special blinking pattern, it triggers in herunsuspecting prey a SIGNAL to mate. The behavioral tape of "fly to the female to mate" is triggered and unfortunately to the mindless male firefly, he will fly into his death.

Knowing how to consciously and positively set, trigger and "steal" the unconscious shortcuts or anchors of another, is a VERY POWERFUL communication tool.

It's critical to effective change work, being more successful in business or sales and allows you to evoke all manner of resources from yourself and others.

I wonder how mastering this skill could benefit you?

Go out today and look for opportunities to practice this specific example of how to steal someones anchor. The results you can get ... will amaze you as they have for all of those highly skilled NLPers who have learnt to masterfully anchor.

The techniques and strategies you learn in these newsletters are VERY POWERFUL, so remember with power comes responsibility. Don't be an NLP ass, please always use your skills to benefit and elevate the experience of others.

To your success,

Tom

EPISODE 04

Business Anchoring: Why 'Remember A Time' will BE a Failure to Launch

Business Anchoring: Why 'Remember A Time' will BE a Failure to Launch

Recently I received a train load of questions from Jeff, a NLP student in the US who was experiencing a problem that JUST ABOUT ALL NLPers HAVE or have had.

He said...

"I'm studying , I realize the power in language patterns; however, they really take time to learn, which on one hand is okay, but that doesn't help to get results NOW. I mean, it could take six months to get good at, which is fine for future results or goals, but right now, it only adds a level of frustration in trying to remember them."

This is something that many NLPers can relate with - can you? You need results today, you might have an important presentation, pitch or piece of client work that you could really do with access to masterful level understanding and application of the NLP tools - the stuff that typically takes years or decades of trial and error learning to get, but you don't.

So you have to go painstakingly bootstrapping your skill set through enormous trial and error learning.

He went on to ask:

" ... if I'm in a business setting where I have the VP of Sales in front of me. Once I anchor him/her to a previous good purchase by saying something like, "remember a time when." Although, I'm not sure how this would fly over...you know, if that is the way to pull it off under this setting."

"But unless a question is raised about, 'a time when', how else would a state be elicited? Also, this wouldn't work for multiple people in this room. What then?"

So my question is what would you do?

Is saying "Remember a time" the right thing to do?

It is if you want to have a dialogue that would go like this:

You: Client, can you remember a time when purchased a service from a similar company to ours who did a really great bit of work for you? (pause)

Client: Mmm (internal search) ... Yes and now that you mention it why don't I give him a call ... thanks for stopping in ... we've already got a good supplier, with a proven track history with our firm. We'll keep your details on file.

Door Closes!

Your business lead just went cold ... for a very long time.

Saying typical NLP elicitation questions like "Remember a time" are fine in a therapeutic context but in business settings, questions like this can be the KISS OF DEATH if you use them in the wrong situation, or don't know the FUNCTION of the question.

Do you?

Let's look at the second part Jeff's great question:

"But unless a question is raised about, a time when," how else would a state be elicited?"

This is a fair point, I mean for a long time when I was going through the slow way to learn anchoring and doing a lot of trial and error learning I wondered how else could one elicit a state?

Looking back now, I dread to think the number of situations I blew, the lost opportunities and school boy mistakes I made in my presentations, pitches and one to one interactions had I known what I know do about anchoring now.
The truth is - IF THE ONLY WAY YOU ELICIT A STATE is through the usual NLP QUESTIONS, YOUR FLEXIBILITY TO USE THE TOOL SET IS GREATLY LIMITED.

You are stuck to TRAINING ROOM contexts and artificial feeling situations. Sometimes it isn't suitable to ask these kind of questions in regular life situations ...

But before I share what you can do to remedy this, let me start by saying, if you've been reading this and thinking "I can relate, what you've been describing here is my Problem!" then go DIRECTLY to this link here before you read any further and learn how to make these kind of lost opportunities a thing of the past.

So why is it questions like "Remember a time" can be the kiss of death and what can you do about it?

First off, the key to being more persuasive and more successful is not in the language patterns per se. Sure you can have limited success with state questions or scripted language patterns.

However the language patterns are like the alphabet - you need to know them if you want to be able to create a sentence but just as when you learn the alphabet, you can still mess things totally up if you don't know what to do and how to toolset of language fits together.

The reality is, when you are anchoring in a business context you are looking to anchor a specific feeling ... a state ... and usually you may need to anchor more than one state, particularly if chaining states will be required to achieve your outcome.

So for example we may want to anchor a states of "confidence","certainty" and "desire" to name a few.

In order to do this we know we need to evoke these from the key decision makers AND influencers. But how? There are numerous ways when you understand an IMPORTANT TRUTH ... one that few NLPers know, and even less have it in the muscle...

We've talked about that when we are anchoring we are looking to train the receivers neurology to associate "when this happens, that will occur" or "when this happens, then do that".

The key truth to get therefore is ANY ACTIVITY THAT CAN CAUSE THESE STATES TO BE EVOKED, CAN BECOME ACTIVE RESOURCES WE CAN DRAW ON, regardless (and particularly) if you didn't create them!In reality there are many, many ways to evoke a state we can use:

- the environment

- the meeting agenda and context

- topical events

- imitations and caricatures

- our own state

- story telling

- anecdotes

- the existing anchors the person has for themselves

- the group anchors already established

- the dynamics of a situation etc

We can use all of these and more to create, utilize or steal anchors for any manner of states we want to establish.

Earlier, Jeff commented that using the phrase "remember a time"; "Wouldn't work for multiple people in this room" and asked "What then?" Well, this is both true and not true.

Depending on how you delivered the communication it is entirely possible to anchor an entire room with the question "remember a time"- however the skill to do that goes beyond simply asking the question.

There are many other things a skilled NLPer would need to setup first. However by the fact that other people may be listening to your communication at the same time, they too will have to process the question ... and may also search for an instance of the state you are after. However - and this is critical - if you haven't already thought this, asking the question in itself is NOT ANCHORING the state.

The question delivered well is designed to EVOKE in the listener the STATE of whatever was presupposed in the question. However even if you elicited the state, that is NOT THE SAME THING ASSAYING YOU CREATED A RELIABLE AND FUNCTIONAL ANCHOR.

In a future newsletter I will share with you some of the examples of how I've anchored entire groups of people in business settings and not once did I use "Remember a Time".

For now get curious about the many different way that you can evoke states, and not have to use "Remember a Time".

If you like to have the ability to tell stories that will captivate, to learn the secrets of Story Telling from a true master then check out Story Telling Secrets here.

To your success,

Tom

EPISODE 05

'Secret Therapy' & How To Time
Your Anchors Exactly...

'Secret Therapy' & How To Time Your Anchors Exactly...

Timing in life is everything. Ten seconds too late and you miss the train that would have got you to work on time. Ten seconds too early and you just walked by the person that could have opened up a whole new world of possibility for you.

Timing is crucial in establishing an anchor and yet it is widely misunderstood.

You need competence in many skills to be able to anchor others elegantly. One skill you cannot afford to do poorly is having a good sense of timing.

Good timing is key for many aspects of NLP. Being humorous, knowing when to ask that penetrating question, knowing when to pause (when presenting or in a hypnotic induction) are just a few of them. But most of us have not come from a musical or dance background where your performance lives or dies on your timing.

So how can we get good at this critical skill? Well, first there are a couple of other things you need to know about.

First off - when you're anchoring you want a FUNCTIONAL anchor - one that works, and can be repeated to produce a specific result. Often this is a state but it does not need to be.

A lot of folk get tied up in questions like, "Should I anchor at the peak?", "Should I anchor on the wave up to the peak"? or "How do I know if I have an anchor?"

But when you realize that anchors are everywhere - that literally you and the people around you are firing anchors off all the time... and WHAT HAPPENS AFTER AN ANCHOR is fired off?

A Story Of 'Secret Therapy'

The other night I was out with a good friend John and his new girlfriend. We were about to enjoy some food in a very popular Thai restaurant. As the waitress started walking us to our table, I could smell many rich aromatic flavors of the piping hot food in the air. I'm known for being playful by my friends and it seems to be Irish nature to take the mickey out of each other. So a plan spawned...

John had had a bad break-up with his ex-girlfriend Liz, which was unfortunate as they both cared a lot for each other. John had been telling me that all the stuff with Liz was all behind him now so I played a trick on him...

As we were mid-way through the process of sitting down together, I said in a serious and urgent sounding tone:

"John... I think that is Liz sitting over there." I kept my head still, as if being all hush-hush,

and motioned my eyes quickly to the left, and gave a little 'yes' nod.

In an INSTANT, my good friend John's state changed RADICALLY. His eyes defocused, his facial muscles went flat, the color drained from his cheeks.

Immediately when I said, "That's Liz over there," he took a RAPID breath in, and started moving his head in quick darting motions back and forth as he tried to scan with his eyes for her.

Indeed, the EFFECT of this simple anchor was SO POWERFUL on him that it entirely interrupted the sitting process he was in, and he was still standing though the rest of us were now sitting down!

So let's go back over what just happened. There were a lot of things that went on in those 15 seconds of being out at a restaurant.

So as I was saying the first thing to get is TIMING was KEY, as was another component, CONTEXT.

The skills and process of anchoring will blow your mind when you really learn them, and you can actually anchor without any hesitation and with deliberate and conscious intent.

If I had said exactly the same thing to my friend John when he and I were just out

chilling in a bar WITHOUT our respective partners present, the effect would have been significantly less.

The CONTEXT of firing off the anchor was that we were in a highly social situation, where his NEW girlfriend was present (and I knew she was anxious about the ex-girlfriend). If Liz had been present, in such a small place, it would have been difficult to avoid interaction.

The Role of Timing.

Now let's look at my choice of timing.

Timing was KEY for this trigger to go off well, but I didn't have to do any pre-building of the state beforehand to get the response. I didn't say to my friend "Go inside and remember a time you felt really bad when going out with Liz..."etc etc.

That would have been complete nonsense and, in actuality, would most likely have diffused the sense of shock that firing the anchor (her name in this context) created.

Also it was very intentional and by design that I WAITED until we were right in the moment when we had started the movement of sitting down before I fired the anchor off. This is similar to doing a handshake interrupt, in that I SUSPECTED that if he had any serious residual emotion, the suggestion of Liz being right "over there" would overload his conscious processes and thereby interrupt what he was doing.

Remember, up until this point, John had been telling me he was all over Liz, and that "all of that" didn't bother him any more.

In essence all of these factors, the restaurant, the new girlfriend present, the fact I said it precisely when we were literally in the process of sitting down AND said it in a rushed, urgent tone all had the effect of AMPLIFYING any sense of fear or panic that may have been present.

Before I fired the anchor I didn't know if he was going to react in a shocked or mildly panicked way - I had a guess, tested it, and it worked.

The Effect...

So what happened?

Well, as soon as John had somewhat composed himself he turned to me and said *"Where, where is she?"* as he continued to hurriedly look around and scan the restaurant.

At that precise moment I turned and looked at him and... BURST out laughing and said to him, *"I'm only messing with you."*

Now here comes the critical point - and maybe you're reading this, thinking, "That's

cool!" and laughing, or thinking, "Jeez, that's harsh. How could you?"

You see, right in THAT MOMENT when I laughed and told him, he laughed AND I ANCHORED HIM kinesthetically (slapped my hand on his shoulder and left it there) as HE BEGAN TO RELAX DEEPLY and SIT DOWN.

Again his state changed RADICALLY as he began to RELAX FULLY and THINK ABOUT what just happened. And he said to me "You fecker, you got me good there..." and we continued to laugh together.

I amplified the laughter state and fired off the anchor several more times for him to relax and laugh WHILE I ever so innocently talked about him and Liz and their relationship in a very precise yet normal way... and what it would be like to see her in the future.

This last step was in actuality what the GOAL of my 'trick' was all about. The specific process that occurred in him AFTER I initially shocked him served several purposes:

1. It let John know that I knew he was B.S.ing me about being "over her" which was an important part of the healing process.

2. It demonstrated to him himself that there was a lot more 'emotionally' going on in him that he wasn't either aware of or facing up to.

3. And most importantly I had in the space of 90 seconds helped break an intense and bad anchor for him, and re-trained his brain toward a powerful and positive way to respond when he thought about Liz in the future, all without his conscious awareness. I repeated the process several times to hardwire a new response (breathe, relax and feel good).

This is what has become known as doing 'secret therapy stuff'.

This playing with anchors was a thousand times more effective than just 'talking about' how he felt etc.

Realize this: When change occurs and sticks, it happens in the body of the person. It's not just in the mind or some conceptual idea of his relationship etc. In order for it to stick and work the change needs to happen at the neurological, chemical and physical level, which is a fancy way of saying in the body.

Am I a miracle worker? Far from it! I just used the process of anchoring the way the technology is meant to be used - for creating more freedom and opportunity for everyone. Everything I did and more, you could do too, once you know how.

So to finish, timing is key. But in truth the whole matter of timing 'at the peak', 'on the upward slope' etc is pretty moot.

The only thing to be really concerned with for now is do you have a FUNCTIONAL

anchor that will do what you need it to?

Sure, it's nice if you do anchor at the peak but it doesn't matter (in most cases) as long as what you anchor works and gets you the result you want (for example, to reproduce a given state in an individual 30 seconds from now).

Avoid over-complicating the theory - practise noticing when people's states change.

Then, when someone is really getting into a given state, for example, laughter, anger, confidence etc, do something unique and consistent. Even if you're not near them, just click your fingers precisely at the moment when you think the state is intense enough to anchor and you will be training your own brain to become more skilled and precise and you'll be able to anchor far more effectively.

To your success,

Tom

EPISODE 06

'The Practitioners Paradox' &
What You Can Do To Overcome It

'The Practitioners Paradox' & What You Can Do To Overcome It

If you are a coach, hypnotist or professional would you like to master the secrets to CONSISTENTLY LEADING your client into POWERFUL RESOURCEFUL STATES and being able to get your clients to the place where they say "Get Out Of My Way I WANT TO DO THIS!". What possibilities for your life and business occur when you can get this kind of result? If having more clients and being more successful is something you want more of then check out

The other night I was out with friends enjoying some "liquid refreshment" after a long day in the office when this lady came flying by and bumped up against my friend causing the drink in his hand to go splash all over the floor... given that was the third time someone bumped up against him that evening it was fair to say he wasn't pleased...

Now you may be thinking, what's this got to do with NLP or becoming more effective with others. I'm glad you asked that, because it's the right question. I mean, for me the first thought in my mind is 'Why didn't my friend move sooner?'

He was right bang smack in the middle of a congested walkway, had been bumped several times and was spending half his evening dancing the "side step" and if you've ever played that game you know how quick it loses fun it loses it's fun.

Getting good at NLP requires a number of skills but THESE TWO IN PARTICULAR ARE OFTEN OVERLOOKED by most NLPers.

A couple of years back I was training for a marathon, with a rigorous running routine that resulted in some serious hip pain and forced me to stop training. Luckily a few years back I found "the Richard Bandler" of the Chiropractor world, an incredible expert on the body called Saied who did his usual magic and got me back running in no time flat.

While sharing a lesson through story, he had me attempt to do multiple simultaneous movements of different body parts, all at different speeds and orientations. So I had my right hand moving one way at one speed, my left leg keeping the tap of a separate beat, my head popping forward and back to a third rhythm.

Try it out for yourself - it's a tricky thing to get, the only way I found I could do it was to set the first rhythm up, then get a second distinct movement and beat going and then on to the third.

Saied is a master of the body and was able to do over nine separate rhythms! I spent many years dancing when I was younger and back then having to do many things at once with my body was something I got used to.

The one crucially important thing I remember my choreographer telling me was:

"Tom, any dance routine, any practice that has you doing multiple things at once can be learnt. You need to get the first track down, and build from there.

Before you realize it you will have the entire routine down and with time you can mix and create new routines on the fly..."

You see, over the years I've remembered to never forget that and it's allowed me to quickly pick up new skills very quickly.

When I first started learning NLP I noticed many Practitioners fall into the same trap as a new dancer - they want to know how to do the cool stuff.

In the R&B and Pop world, stuff like body popping, breaking, and the different moon walks.

In NLP we quickly reach for stuff like "conversational hypnosis", "nested loops" and the holy grail ... "unconscious installation".

This is what I have come to call the "Practitioners Paradox".

We are so keen to get to the cool stuff that we run right past the foundational skills that will allow us to do the very cool stuff.

By the way, is there really an "Unconscious"... have you ever thought about that? How do you know?

So anyhow, what are the two key skills to master as an NLPer?

The first is your ability to TRACK. Simply put if you can't track and spot patterns you are going to have a challenging time when using the NLP tool set beyond simple duplicating routines. When you are looking to anchor someone you need to know WHEN THEY CHANGE STATE, in order to identify if NOW IS A GOOD TIME TO ANCHOR?

If you can't spot patterns at the SAME TIME as processing all the rest of the communication you won't be able to influence others elegantly, like the very best of the field.

Throughout this guide I've been demonstrating and repeating several patterns what are they?

Did you notice? They are present.

Go back and have a look.

Before you do, here is a key... CHUNK UP and NOTICE WHAT IS THE OVERALL DIRECTION THE COMMUNICATION IS MOVING TOWARDS AND HOW IS IT LOOPING?

Human beings cycle through a set repertoire of emotions. In order to get good at anchoring you will want to become more flexible and be willing to experience many different emotions. Reach beyond your so called "comfort zone" and be willing to do something different. Do you think when Dr. Richard Bandler is working with a client that he will restrict himself to only one or two behaviors?

You must be willing to go first and to have greater behavioral flexibility than your client. The second key skill to develop is Output Control.

Just about all skillful work with NLP requires the practitioner to develop greater and greater precision in their output channels.

Your ability to affect and direct all major aspects of your output channels is a hallmark of someone who is truly masterful with the tool set of NLP.

What are output channels?

These include everything from your voice, macro and micro muscle movements, breath etc.

In terms of anchoring, the ability to be able to PRECISELY manage your outputs, such as your voice tone, your facial expression, your hand movements and so forth is ESSENTIAL to being able to anchor in any social situation.

The good news is you don't need to be a NLP God or Guru to do this - a little behavioral flexibility and skill enhancement through practice can FAST TRACK your ability to do this easily.

And when you can track and when you can control your output channels you will take a massive leap forward in being able to influence others and anchor in any situation.

So become conscious of how you are using your voice, your tone, your language and body when you are communicating with others.

Track and notice do you use command tone up (question tonality) a lot? Notice how aware are you of the suggestions you make and do you link them up with a command tone down (commands)?

Pay close attention.

A good technique to get the difference into the muscle is by simply reading one page of any book for ten days where you read the first half of the page using command tone up followed by reading the second half using command tone down.

Just like a dancer, get one skill (tonal command control) down before you start racing for the more fancy stuff.

EPISODE 07

Escaping the Prison of the Mind -
A Very Powerful Process

Escaping the Prison of the Mind - A Very Powerful Process

Let's cut to the chase and start today's issue of this newsletter by asking a bold question:

"Are you sick and tired of living the same old, Ground Hog Day life?"

Think about that question for a moment.

Have you ever had the conversation in your head where you go "I'm living to work, not working to live, and I'm tired and fed up of it". Or something similar to that effect.

If you are like many folks you know this has happened, perhaps on more then one occasion.

How can I guess this? Simple - when you look at the world today, the latest surveys show a grim picture:

- Depression is one of the leading causes of disability, according to the World health organization.

- Obesity is now pandemic, with up to 66% of US and UK citizens expected to be

classed as obese by 2020

- the average person has 0.75 best friends

- Generation Y, the next generation of people born after 1982 are the most medicated generation in history!

The good news is this doesn't need to be the case for any of us.

A common request by people of all ages is "I wish I could be more disciplined ... I wish I could get myself out of bed in the morning. Etc."

As NLPers we know that we can describe behaviors in terms of NLP strategies. Yet few people know a little known secret about strategies ... and that is strategies are triggered by... an ANCHOR.

In order for the process of "don't get out of bed" or "I don't feel motivated to exercise" etc to occur there are specific triggers in operation that tell your brain "when this happens... that follows".

By now you have learnt that we call this an anchor and the cool thing is breaking this habit is VERY EASY to change when you understand how STRATEGIES AND **ANCHORS WORK TOGETHER.**

So how can you be more at CAUSE and not at the effect of the endless array of triggers around you. The process I describe here is incredibly QUICK AND EFFECTIVE - once you follow each step.

The other day I was working with a client who suffered from a case of "blocked potential" that had bled into all areas of his life.

He was a very bright guy with a lot going for him but he had become stuck in a downward loop about really going for what he wanted in his life. Initially this problem only affected him in his business, and occurred after he had two particularly bad business blow ups.

The problem of course was not that his two businesses had resulted in "a big failure", rather that it was the way that PERCEIVING these so called failures that had become a LID on his potential.

After spinning his wheels for over a year he was struggling to get his new business going and his blocked potential was affecting other areas of his life.

When I spoke to him about how his problem worked it became clear that he had a simple loop of making a movie in his mind about "going for it" regarding his new business, followed a strong negative feeling and a voice that said" I can't do that!".

It then cycled a number of times until the feeling go so bad that the brain made the

decision to put off going for it and his strategy would exit with him feeling bad about himself and annoyed he wasn't taking action.

So in strategy terms, we could say his process was

Ve -> K- -> Aid (loop back to Ve) -> K-+ Exit

Although he had been carrying this so called programmed way of behaving had been going on for well over a year and was getting worse by understanding the process of anchoring with strategies I was able to change his behavior and install a new response in 15 minutes.

The key to creating the change, is to identify the trigger(s) and CHANGE the association to it so that it no longer runs the same way AND by having the client metaphorically push new resourceful states into the their body that is linked to a very clear and compelling DESIRED state.

Test this for yourself and let me know how easy you find it. The eight step process to use to RAPIDLY CHANGE UNWANTED BEHAVIORS in yourself:

Step 1) Become aware of how your emotions and behavioral responses are being triggered. Identify one behavioral response that doesn't serve you and immediately sends you into an un-resourceful state. This is your present state.

Step 2) Identify what is the trigger or triggers that are driving this pattern of behavior.

Step 3) Establish a really compelling "Desired State". One that is defined in sensory rich terms of how you want it to be. Get crystal clear about how you want the to BEHAVE instead.

Step 4) Step into a space on the floor which will now represent your present state. While in that space, take on the same physiology and breathing as when you feel when you're caught in the limited present state.

Step 5) Break state by stepping out and reciting your home telephone number.

Step 6) Identify the types of resources that if present would make this problem simply disappear.

Then step into a new space and have your mind start calling up these memories as you fully associate into each memory.

Take on the physiology of that compounded state fully. In your minds eye have your mind start flooding you with example after example of times that you felt all kinds of powerful states. Embrace each one direct into your body.

Step 7) Break state again and this time step back into that problem space and take on that physiology for one last time as you go through the emotions.

Now when you're ready step into the new resourceful place as you fire off all the memories of all the positive experiences you have had and feel them impact you one after another after another.

This will rapidly change your physiology and collapse the old patterned way of responding.

Step 8) Once you have fully collapsed the first state, try your hardest to get that feeling back by thinking about some of the memories that used to trigger you and notice how different you now feel.

With a few goes at this you'll be amazed at how quickly and profoundly you can change a behavioral pattern that seemed to keep you stuck.

To your success,

Tom

EPISODE 08

What To Do When Your Anchor
Doesn't Work

What To Do When Your Anchor Doesn't Work

If you'd like to feel CONFIDENT, at ease and CERTAIN that when you set an ANCHOR it works, then make sure you go visit 30 Days To Masterful Anchoring, it's the most comprehensive program on anchoring ever created.

One of the most common questions people have around anchoring is "What should I do if my anchor doesn't work?" ... well let's look at some of the most common options I've observed and then we'll look at what those who have mastered this area of NLP do.

Option 1) Get a tightening in the chest, stop breathing momentarily and say something particularly unhelpful to yourself!

You may laugh at this, but countless NLPers can and have recounted this type of experience when they tried to set an anchor and it went badly....

What's 'badly' I hear you say... funny you should ask because for most people, it's not like the person they were trying to anchor even noticed or started looking weird at them or said to themselves "that person is doing that NLP stuff on me".

No usually badly means nothing more than they didn't get the result they had wanted AND they felt awkward about it.

Has that ever happened to you?

Option 2) Quick breathing from the chest, feeling of blood diffuses from your face, and heart begins to beat faster and faster ...

This response is also an oldie but a goodie.

I've seen it many times, particularly with new NLPers who have just come off super high after a practitioner training and don't know how to anchor on anything other than the Knee and ONLY if the other person plays along.

So let's look at how a skilled master of anchoring handles the situation when they don't get the anchor they want ...

If you can relate to the uncomfortable feeling that comes when your attempt to anchor crashes and burns, then please go direct to this site now before reading any further

You see over the past ten years I've seen a lot of people train, talk and demonstrate some great NLP and the one thing that EVER skilled NLP trainer and Master Trainer does is intentional use of anchoring. Period.

Simply put, if you want to be able to do the more cool and fancy stuff of NLP you need to be able to anchor in a one to one and group situations with ease. And there is a

SECRET to how they do it ... it's this:

YOU DON'T STOP UNTIL YOU HAVE THE APPROPRIATE RESPONSE YOU WANT.

If you fail to get the response you want, if the anchor you set simply didn't work then there is only one consistently proven option to getting what you want ... then simply

REPEAT THE PROCESS but LEARN from the feedback you got....

Perhaps you didn't have a good enough state elicited, perhaps you need to build up the response potential of your listeners, perhaps you didn't even have their attention in the first place....

There are many things that can go wrong when you try and anchor... yet a skilled NLPer knows there are only a few things you need to keep track of, to do it masterfully every time.

So next time, if when you attempt to anchor, you flak out and mess it up, STOP, recoup your thoughts and try again... but this time learn from what you just did and do it again... and again UNTIL you get the result you want.

To your success,

Tom

EPISODE 09

Cleaning House - Using The Power
Of Anchoring On Yourself

Cleaning House - Using The Power Of Anchoring On Yourself

If you'd like to learn how the ORGANIZING PRINCIPLES on how to apply the awesome power of anchoring to yourself, so you can BLOW THROUGH BLOCKS and CONDITION NEW EMPOWERING RESPONSES, then go check out this site

Of all the resources available for becoming more successful, happy and fulfilled, perhaps none is more well placed to make this happen automatically for you than using the power of NLP anchoring.

Yet the truth is MOST PEOPLE DON'T KNOW HOW TO BLOW THROUGH LIMITED HABITS QUICKLY AND EASILY. Why? Well one of the reasons is while there have been hundred, indeed thousands of ways of creating change in your life, most of them involve some type of mental rehearsal and practice before you can use them.

Take positive thinking for example, most people have heard of the practice of 'remember to think positive' because "what you focus on expands", but as world famous personal development Guru, Tony Robbins said: "the problem with positive thinking is you have to remember to do it!" If you forget, to keep thinking positive after, say you have lost your temper, eaten that extra pie yet again then thinking positive isn't going to help.

This raises a better question, what keeps people feeling stuck?

THE NUMBER 1 REASON PEOPLE DON'T CHANGE QUICKLY ...AND HOW TO OVERCOME IT

I've been helping people change their lives for over fifteen years and after studying method after method for creating lasting change (including interviewing the top master trainers in the field of NLP), I've realized the number ONE reason people fail to change is ... INERTIA ..

Inertia is that feeling that everything is going to stay the same, that no matter what you do, you just can't see things changing. And this is something very common for most people. It's kind of like the never ending holding pattern people find themselves in.

Even following Tony's approach of "infuse emotions" into your positive incantations isn't going to help... if you don't feel you have the energy to get yourself all fired up and shouting out "every day and every way I'm getting better and better".

Now this isn't a criticism of that technique, rather it is testament that if you have tried lots of techniques before, to help you overcome blocks and emotional challenges then, perhaps you could use something that doesn't require you to "remember" in order to get the great benefit.

Yet there is one technique that I, and thousands of others have used, to create rapid change for all manner of problems... and that is anchoring.

So just how can you use anchoring to change your life and overcome, indeed, blow past obstacles?

So let's look at some of the powerful things that anchoring can be used for:

1. Eliciting powerful emotional resources at will

This is probably the most common use of NLP style anchoring. By the way you don't always want to elicit powerful positive emotions... sometimes it makes better sense that the person experiences feelings of immediate loss or fear... such as would be useful if someone had a bad habit of cheating on their partner and wanted to break that pattern so that every-time they saw someone they would normally flirt with, that boom, they instantly get the feeling of loss and what could happen... if they pursued that behavior.

2. Overcome Inertia Immediately

This is one of my favorite patterns of using anchoring to change the quality of my own or clients lives. For example try this one out for yourself. Next time you find yourself procrastinating where you find yourself putting of say exercising, immediately make a mental note of the trigger that fired the procrastination off. This may be seeing the

coach, that episode on TV that you told yourself you "had to watch", whatever.

Let that emotion pass you by and later when you've let that pattern run its course, take 5 minutes to condition a new anchor where when you see/hear the trigger that kicks off the procrastination pattern, you automatically swish the new pattern of how you want to be into mind AND the experience of you instantly get a powerful FEELING of doing the activity that you want.

Your mind-body can learn this new pattern very quickly, you only need to take 5-10 minutes to condition it into your body, so that next time you find yourself in the situation where you would normally put that activity off, your mind-body fires off the right response you want, without you needing to "remember" to do it.

3. Condition new patterns of behavior

Anchoring can't change everything. Indeed the big problem for many people who have learnt NLP is they have got lost in thinking that one technique is the magic bullet over all others. What people who learn anchoring the way Master Trainer Michael Breen and I teach it, is to also learn all the other methods that must come BEFORE the anchor in order for it to work effectively in creating the result you want...

However those that have developed masterful skill with anchoring can use anchoring to entrain themselves and others to establish new patterns of behavior. If you are familiar with the Strategies model as defined in NLP then you will know it can be a very

powerful tools for doing all manner of things.

NLP Anchoring is one of the key ways to "install" new patterns of behavior in others.

So go out today and look around for opportunities to blow through your own personal limitations and blocks, using the power of anchoring.

What is one area where you would love to have more control, freedom and power? Once you figure that out, go put some of the patterns I outlined here into action, and notice how quickly you can change.

To your success,

Tom

EPISODE 10

Anchoring Audiences - What They
Don't Teach You In Trainings

Anchoring Audiences - What They Don't Teach You In Trainings

It is the most successful specialized course on teaching you precisely how to anchor others effortlessly.

Neuro-Linguistic Programming is widely regarded as the leading technology for communication available today. It is no surprise then that we would find the very best communicators have spent considerable time learning everything they can from this field. Perhaps one of the skills most sought by any professional or successful communicator is "How can I anchor an audience?"

If you have ever attended one of those $5,000 to $20,000 NLP trainers training programs, then most likely you were told, when you anchor an audience for one state, go over here to this spot on the platform, and when you want to anchor an audience for another state then go over to the opposite side of the platform ...and so on and so forth.

When I first attended my NLP trainers Training many years ago I wondered, if that is the way to anchor an audience then how come Dr. Bandler and other top trainers simply sit on a stool and almost never walk around the stage to anchor? Well when I understood the real story behind how anchoring works, I realized that you NEVER NEED TO WALK AROUND A STAGE TO ANCHOR SOMEONE.

There are only 3 things every expert communicator needs to do in order to anchor an excel at anchoring an audience, and typically these are almost NEVER taught on high priced training's (or indeed most other training for that matter).

So let's review what you need to be able to do in order to anchor well in group settings....

1. Start With The T.O.T.E

The T.O.T.E. framework, which stands for Test-Operate-Test-Exit is always present when someone is really good at anchoring. Simply put, this fundamental model of NLP is designed to make sure you have a clear idea of what it is you are trying to achieve and have clear criteria for when you know you have achieved it.

Most people struggle at anchoring in a group context because they have not got a clear idea and strategy for what it is that they are going to anchor. So LONG before you start walking around the platform looking to mark out "this is my happy state spot", and this is my "confrontational state" spot etc. get clear on what you are trying to achieve.

2. State Planning & Learning Your Content

The second thing you need to do is to plan out your states, or state planning as we call

it in the field of NLP. This means before you get near a stage or a group communication context you plan out what states would be useful for your listeners to be in, in order to receive your communication.

For example if you are a sales person and you are looking to have more customers buy from you, well perhaps the states of "confidence, trust, desire" would be useful states to elicit in your prospect. If you are a teacher, then the states of "alertness, interest, curious" would be useful.

Whatever field you currently use NLP in, figure out AHEAD OF TIME, what states would be most useful to have your listeners in.

Once you have figured that out, then make sure you fully know your content. This means you can say what you are going to say in your sleep! It means that you know your "line" so well, that you can FOCUS on the one to one or one to many communication such that, you can notice and anchor the relevant state's when they come up or you elicit them.

If you don't know your content really well, then you will most likely get in a "brain jam" and be "up in your head" thinking about what has to come next and if you are setting the anchor right ... and so you will not be externally focused, watching for the perfect time to place your anchor!

3. Anchor and Test BEFORE moving on

Once you have done steps 1 and 2 above, now it is time to get into action and to establish your first anchor. Always have a clear idea in your mind, before you talk, what kind of anchor you plan on using. After you become highly skilled you won't need to do this, but in the beginning this makes the whole process much easier.

Once you have elicited the state you want from your audience (whether that is 2 people or 2,000 people) then set your trigger for that anchor and then move on to the next topic. Then after you have changed their states, fire off the anchor and see if you got the response you had planned for. If you have, well done.

If you haven't then repeat the anchoring process and do it even better the next time.

If you would like to learn a very easy way to do all of the above, and indeed much more, like how to chain states so you can have a very powerful effect on others then go direct to 30 Days to Masterful NLP Anchoring and get your hands on our 4 week, step by step training program. You will be delighted you made this investment and see your rewards soar.

So the next time you want to anchor in a group context, remember to keep these three rules of thumb in mind and you will find you too can anchor like the experts and enjoy even greater success and reward.

Not everyone can be a masterful communicator, but those who know anchoring really well almost always are. With clear simple instruction you can achieve really powerful

EPISODE 11

Magical Influence - The Number 1 Technique To Be Dramatically More Influential With Others

Magical Influence - The Number 1 Technique To Be Dramatically More Influential With Others

Just about everyone wants to be more influential today. Whether for you that means more influential with yourself or in a work situation, anchoring is probably one of the best skills in the entirety of NLP, that you can develop to be highly influential in any context.

If there is one skill worth developing over most others it is the ability to be able to influence. In NLP we have a saying "he who sets the frame controls the show", well the other key saying that you may not have heard is "she who sets the state controls the outcome".

In the context of influence, anchoring is one of THE most critical skills to develop.

Think of this:

Bill Clinton called on NLPer Tony Robbins, when the chips were down and he knew he was facing a serious grilling at the impeachment.

Why? Well according to reports it was to

1) get him focused

2) help him with his state during questioning and

3) to give him the resources to drive through and see the challenges to the end.

I don't know exactly what did happen when Tony and Bill meet, and by all accounts Bill holds Tony in high regard, but what I can bet is that Tony used a mixed of his "human needs psychology" and evoking and installing a series of powerful anchors in the then President.

Tony didn't have a lot of time to get Bill on track but yet was able to do so rapidly. How?

By using and understanding the number 1 way to influencing others

...and that key is, when you want to anchor anyone you want to pay first and foremost attention to THE EFFECT, THEIR COMMUNICATION HAS ON THEMSELVES.

I'll repeat that again, because it is one of the most important principles to get, when mastering anchoring.When you want to be more influential with another human being, pay close attention to the effect of the person communication on them self.

So what do I mean? Well, today when you are with a friend start asking questions about something you know they are passionate about or like intensely. Then SIT BACK and look to observe what is the impact of the person's communication on themselves?

There will be a very OBVIOUS PATTERN.

What you are looking for is what is the signal they use (it could be a hand movement, the rate of speech etc) that instantaneously evokes a strong state in them.

When you NOTICE this, make a mental note of it in your mind and then later when talking about something unrelated play that exact same gesture back to them. If the trigger for them was they spoke very quickly when get excited then use that same physical expression and indeed the same keywords they used, such as say "brilliant" or "superb" etc.

When you do this, you will be using their own anchor on them to trigger a specific response.

THIS IS ONE OF THE BIG SECRET'S to being able to produce superior results with others in a FRACTION OF THE TIME, and requires very little effort on your part.

So go out today and practice, you will be blown away by how effective this one technique is.

Just how better would your life be if you could positively effect the lives of friends, colleagues and clients using this and many of the other powerful principles and techniques taught in 30 Days To Masterful Anchoring? Don't delay, get your copy of this number one NLP anchoring course.

EPISODE 12

How to Anchor Women or Men So
They Will Remember You

How to Anchor Women or Men So They Will Remember You

Note If you would like to be able to make the opposite sex feel great on an ongoing basis then check out 30 Days to Masterful NLP Anchoring.

This is the most powerful (and successful) Anchoring program available today. Go check it out.

One of the most common questions I've been asked over the years is how do I anchor women/men?

Everyone and their dog these days seems to have heard about this "things called NLP" and "how you can make women feel great and do what you want" (this is the line I hear most often from people new into the speed seduction community).

The reality is;

YES OF COURSE YOU CAN MAKE WOMEN OR MEN FEEL GREAT.

And if you are a woman reading this, then it's true you can also make a guy feel madly attracted to you (in fact anchoring and a few things ALL men are conditioned to will make this even easier).

But let's get back on topic ...The interesting thing is most guys I've met who have studied speed seduction still think of anchoring as some kind of knee-touching event and are far too obvious and clumsy when it comes to anchoring.

So how do you do it so that it is totally transparent and in the same time invisible?

That's a good question... so I'll answer by telling you a short story.

A while back I decided I wanted to meet someone hot and who I could be deeply attracted to on all levels. Like many things in life I knew that dating, like a good wine, is a numbers thing, you need to get your hitting average up, so I attended a speed dating event that a friend asked me to accompany him to.

Well when I say asked, it was more like begged and pleaded, but in a good way. And boy was I in for a wild time. If you have never been to a speed dating event then go get yourself booked in on one.

Simply put, these kind of situations are fantastic learning and practicing opportunities for mastering anchoring, getting skilled at connecting with women and generally having a fun time.

So here I was, in a chic purple coloured underground bar, it was like something from The Fifth Element and there were 20 girls and guys all sitting down ready to start.

Speed dating is where you have just 3 minutes to make an impression on the other person and get them to score you as "yes - I'd like to meet again".

My objective was simple, I had a very clear T.O.T.E, which was

1. Make every woman I meet laugh and feel great
2. Have a great time and have fun
3. Get at least three dates from the night

Notice how my intention was clear, and I started by focusing on how I was going to make the other person feel great first.

Most guys when they try to make women feel good or anchor them start by focusing on themselves first and making things deadly serious.

So before I tell you what I did, let me tell you how I got on…

90 minutes later I had successfully achieved my objectives, had 19 out of 20 women click me as Yes and even though I didn't reciprocate for all Yes's, I spent the next several weeks dating a different woman every night. And no it's not because I am so great or an "alpha male" (in truth you don't need to be), but rather is because I made each woman I dated feel great, and glow with energy every time.

Note If you would like to be able to KNOW with total certainty that you can make any

woman or indeed any human being feel great then go get your hands on 30 Days To Masterful NLP Anchoring - you will be delighted you did and your anchoring and state elicitation skills will rocket.

So what did I do to get this result? Simple - I did three simple processes you can use today to start creating a similar result for yourself.

THESE THREE POWERFUL PROCESSES ARE:

1) I lifted MY energy, so that every woman I meet instantly had to follow and in doing so began to "feel differently"

Lifting your energy is key if you want to be more attractive to anyone.

Study after study shows that most people are leading lives of "quiet boredom or desperation". Generally people (men and women included) are bored and are looking for someone or something that has real energy and passion in their life (BTW passion is infectious and highly magnetizing)

2) I evoked powerful states of fun, playfulness, desire and deep interest typically within the first minute.

When you know how to elicit states well then you by default are good at three things a) noticing what is going on in front of you b) being flexible to adjust your own behavior c)

and controlling your output (i.e. your body language, voice and tone)

So all I needed to do was pay attention and quickly calibrate to the attributes of the person in front of me and then adjust my response.

For example, there was one woman there who was a doctor but exuded a very authoritarian body language and three guys that sat down with her told me at the interval they felt like they were in surgery being examined!

And they all told me to be careful when I sat with her... this made me even more determined to break her state and to get her to laugh which I did. How?

I told her a story about some people being uptight and not feeling that freedom to let their hair down and get comfortable amongst friends they haven't met yet but would like to ...

... and instantly her state changed as did her body language and she switched from being reserved and cold, leaning back and holding the scoring card to warm and leaning in and now giving me a soft warm smile.

At a different table I came across this woman who was clearly highly nervous (she was rapidly chain smoking and knocking drinks back), so I opened up by joking if she had any spare smokes for me, as I pretended to look around nervously. This instantly got her to laugh and we got on like a house on fire from there.

3) Once I was sure I had lifted the energy of the woman I meet and had evoked a powerful state... I anchored it!

Simply put anchoring a woman is EASY. And if you are a woman reading this it's not funny just how MANY ways a woman have of instantly firing off well worn anchors in Men to make them feel great and remember you all of the time.

If you have been following along, reading all the previous content then you will know that anchoring IS NOT the technique. If you are curious as to WHAT technique I used when I anchored, it varied.

Mostly it was auditory and visual. I didn't know these woman and in a speed dating context touch... of any kind is especially obvious... unless of course you are using it as part of an intention

...So as the night ended I remembered thinking "this has been one of the most fun things I've done in a while" and I remembered thinking how I had achieved what I had set out to do. And the cool thing is, through changing people's states, for no other reason than I wanted to make people feel great, I met one of the craziest and most beautiful woman who I have been happily dating for several years now.

So go out today and have fun anchoring the opposite sex. It doesn't matter if you are in a relationship or single right now. Making others feel great is fun, easy and extremely

EPISODE 13

The Simple Secret To Never Forgetting To Anchor Again

The Simple Secret To Never Forgetting To Anchor Again

Would you like to be able to anchor others effortlessly? Would you like to have the confidence to know you've finally 'got' how to anchor? Then check out

OK - here's another big question that I've heard from many new and even experienced NLPers... "What's the secret to remembering to anchor?" ..

And when I ask for a little more they usually tell me "I always seem to forget to anchor when I am in a meeting, and then afterward I wished I had, can you help?"

This is a common experience for many people when they don't understand what anchoring really is. It's not their fault, it's just that most of the information out there in books and indeed still on many NLP training's focuses on anchoring as THE technique.

I thought about this question for some time and to be honest I was confused, how could someone not remember to anchor? And then one day it hit me ...

THE MAJOR REASON WHY PEOPLE FORGET TO ANCHOR:

The major reason why so many people forget to anchor is because they have

DISCONNECTED anchoring from the ONGOING COMMUNICATION THEY ARE HAVING.

Think about it, if you thought that anchoring was a technique and you then went in to a meeting you would then have to focus on remembering to do "this technique" somewhere in the communication.

Most likely this would feel ARTIFICIAL and so you either would get lost in the content of your conversation (as happens for many) or you would be TOO focused on trying to do the technique.

Either way the situation sucks.

So how do you always remember to anchor?

There is only ONE thing you need to do, to always remember to anchor.

And that is...

Set a clear intention up front for how anchoring will help the purpose of your meeting.

This means if you are going to have a meeting say on getting that project done on time (GTD), then anchoring a state of desire would be useful in the participants.

So write down on your notepad (GTD -> Anchor Desire)

Then when you are in the meeting you know your first goal is to evoke a state of desire.

After a little you won't need to do this, your mind will do it automatically, but this is a definite way to get the skill into the muscle so you always remember to anchor.

In addition another useful practice to get into is to ask yourself three simple questions at the start, during and near the end of every meeting.

These are:

- What is my outcome here?
- What states would help me to achieve that?
- What do I need to do next?

Write these questions out on a 4x4 card and bring it into the meeting with you so you always have this in front of you.

By asking yourself these three questions you will quickly entrain your mind to always remember to anchor. Try it out for yourself.

To your success,

Tom

EPISODE 14

Acing The Interview: Using Anchoring To Excel At Interviews

Acing The Interview: Using Anchoring To Excel At Interviews

Anchoring is skill number 1 for being able to influence others powerfully. If you would like to use anchoring to help you excel in your next interview then you can master it through 30 Days To Masterful NLP Anchoring. Check this product out at

One of the first areas I applied the technology of NLP was in the interview context. For several years I taught people from all backgrounds and job types how to excel in securing top jobs, with world leading employers in the US, UK and Ireland. It was a lot of fun and always very cool to see the moment when attendees had the "light bulb" come on when they got how powerful anchoring is.

So without a doubt I can tell you after hundreds and hundreds of people securing jobs with companies like Google, Fidelity Investments, and Goldman Sachs that anchoring in interviews can be ENORMOUSLY powerful. (And no MBA is required!)

Most people think interviewing is all about how good your CV is or how nice your work history is. But the sad truth is it is NOT.

The number one thing to know about excelling in any interview is it is all about PERCEPTION.

Does the employer perceive you as the kind of candidate they want for the job? Do they perceive you as the best candidate, the kind of person who will fit in easily and so on and so forth ...

In reality no interview, no matter what the type (including the famous Top Grading interview process) can give an employer the true and complete picture on you ... they still have to make a call based on what they PERCEIVE ABOUT YOU.

So this leads to the question... how do I create the perception that I am the best candidate for the job. Well the scope of that is taught fully on a course I give called Interview Magic For Professionals, but for now here is three useful ways.

1. BEFORE you go into the interview figure out UP FRONT, what qualities the interview will most likely be looking for in the ideal candidate.

Then use your language both direct and more importantly indirect (through inference) to build a new association or ANCHOR that you are that kind of candidate.

Seed the suggestion, associate with a specific anchor and stack the anchor... which you then fire off at key points throughout the interview.

2. Use Self Anchoring

Self Anchoring is a powerful way to anchoring ideas and states to yourself. We will be covering it on the following days. For now realize that you will want to anchor 'good traits' to yourself and 'unwanted traits' away from you.

3. Make the Interviewer Feel Great And Then Anchor It

Anchoring always starts with States, so in the interview remember that all LEARNING IS STATE DEPENDENT.

This means that if the interviewer is in a poor state then everything they perceive about you will be filtered through that poor state.

This isn't good! And can kill your interview chances right away.

Therefore make sure you get the interviewer in to a great state and keep them there.

Here are a few good question to ask:

If the interviewer seems to like there job then ask:

"You seem like the kind of person who really enjoys their job, what is it that you enjoy most?"

Then pause... and allow them to access the state of what they enjoy the most and when the do ANCHOR IT. How? A simple but effective way is to do a unique hand gesture and sound at the time, which you can later call on when you want to bring back those good feelings (perhaps at the end of the interview when you are saying goodbye :)

Another way you can make the interviewer feel great is to "steal" their anchor. We have covered this on a previous communication and discuss and show it in depth on 30 Days to Masterful NLP Anchoring but suffice to say that stealing and replaying a person anchor back on themselves is one of THE most powerful ways to fire off great feelings and great perceptions about you.

So go out and have fun using some of the techniques I've outlined above for how you can use anchoring powerfully in your next interview or job hunting situation.

You don't even need to wait for an interview to put this into practice now, simply use the strategies outlined above in your next coffee conversation with a friend.

You will be amazed at the results you will experience for yourself.

To your success,

Tom

EPISODE 15

A Powerful Technique To Getting
Ideas LINKED to YOU

A Powerful Technique To Getting Ideas LINKED to YOU

There are many colourful ways to use anchoring to do everything from having ideas associated to you, to doing covert installations.

In the previous content I shared with you various ways you can use anchoring to help you succeed at Interviews. One of the suggestions I made was called self anchoring - or anchoring ideas to you.

The ability to link ideas to you is very powerful and useful in all kinds of situations such as:- at a meeting where you want to make sure you are remembered as the one with the "good idea" and not the boss ;)

At a presentation where you want to make sure your prospect judges your offering more kindly than your competitors.

In a sales context when you want potential customers to be motivated to buy from you.

Whatever application you can think of, self anchoring can be a very powerful strategy to use.

Indeed when you know how to self-anchor ideas to you, it become easy to then link

certain states to you or your company.

So just how does it work?

OK, so let's look at demystify this very simple process.

In order to self anchor just do these things:

1. Start talking about a topic
2. At the key moment where you want that idea to get linked to you either point at yourself or put your hand on your chest
3. Return your hand to its previous position

That's it!

So for example let's just saw that you are in an interview situation and you know from asking that having someone who is on time, friendly and a good team player are all important attributes to the role. Then you might do something DURING the interview like this (note you don't do this just after the person has told you what is important).

So you might say:

"One of the things that I like to bring to any role is structure, it's important that people have a clear idea of just how valuable(point to yourself) the right people on a team can be. Being on time, doing a job well with others, and being helpful and warm to others is

key. (point to yourself naturally for each phrase)."

"You know? (nod your head)"

"I've experienced first hand people (point away to your right) who can look right but later found out we had problems with time keeping, delivering an important result and who were anything but friendly."

What the above example will do is link the ideas of:

- you as the right person for the job

- that you are friendly, a good team player and helpful (and inmost cases totally unconscious to the interviewer)

- and that some people (perhaps the competition, if you had previously set that spacial anchor up) can appear to be right but aren't!

You see these are all very powerful techniques, so PLEASE USE THEM RESPECTFULLY.

If you have never done this before, try it out in any kind of causal conversation and you will be genuinely impressed.

When I do something like the above in a interview or communication training context,

and repeat the same process but in the inverse (link the bad things to me and the good things to another candidate) and ask the participants to tell me who they would hire. In every instance that I have done this, people always pick me (an imaginary candidate) when I anchor myself and pick the other guy when I anchor the "good stuff" to them.

They do this even though the words I use are practically the same!

So what are some of the other contexts that successful communicators use anchoring?

There are lots. Everyone from "Guru's" such as Tony Robbins to leading politicians like Bill Clinton to Barack Obama all have used self-anchoring to link powerful ideas and desires to them.

Will you? Test it out in your next conversation and see how cool this single technique is and how addictive and beneficial it can be.

To your success,

Tom

EPISODE 16

How To Conversationally Swish
Realities Quickly

How To Conversationally Swish Realities Quickly

Language skills combined with anchoring will take your NLP skills to a whole new level. If you'd like to make the shift to using your language skills and anchoring to really good effect then this section of the guide will tackle more on that.

OK, let's talk about the language. A key skill of anyone really good at NLP is they have a very good grip on the elegant use of language. That means you can create conversational change easily, persuade effortlessly and captivate and hold attention as you enter your listeners.

When you take good language skills and bind them with anchoring, suddenly you go from being a skilled NLPer to really beginning to master core aspects technologies of the field.

One of the cool techniques that NLP is known for is the SWISH Pattern. This is where you retrain the brain so that a person goes from one series of thoughts (say biting their nails) to a new more resourceful desired state (seeing themselves being relaxed and confident). This is a truly magical technique, but usually, most people learn a formal process of using a mental "slingshot" to "Swish" the two states (present state-desired state).

But a person skilled in anchoring and the conversational swish the technique I am about to share with you can do both using everyday linguistic skills only.

So if you want to anchor someone to SWISH from one idea or state to another using everyday language skills do the following:

1. Start talking about the "present state" situation, for example, this may be that they would like to go on holiday but for x reason, they can't.

2. As they are talking it through, pick up and use one of their sentences while introducing the magical conversational swish phrase "instead of X, think of it like this" or "not X, but Y"

(x being their current thinking, Y being the new pattern that you want them to think)

These look like very ordinary phrases but when the person who hears them is following along hears them it literally Swishes the REPRESENTATIONS in their mind.

So if the person says "I would love to come but I can't take the time off" you might say:

"Rather than thinking of the time off, instead think of the big the hotel suite we will enjoy, the warm sunshine and night after night of fun, we are going to have"

Or

"It's not time you need to be focused on, but enjoying your life doing this (this being whatever you are proposing instead).

The above two patterns will create a conversational swish in the person's mind. If you want to use this to even great effect, what do you think I am going to suggest you do, right at the precise moment WHEN they swish their thinking and begin to focus on the other idea... that's right ANCHOR THEM!

When you anchor the person RIGHT AT THE MOMENT that their mind begins to swish to the new mental pattern you can very skillfully establish a new anchor, which you can fire off again and again to have the person to "Swish" their limited thinking to the new the possibility you set up.

And the cool thing is you then don't need to repeat the language phrase any more, you can have set up an auditory anchor (over the phone or in person) that you can use with the person to swish to the new train of thought.

Of course, this technique is very powerful, (conversational swish is one of the several advanced language techniques used by masters of NLP) particularly when you link it with anchoring.

However, if you have someone who is presenting 'a lot of resistance' to an idea, then you will want to use it, in connection with other NLP persuasion processes.

So the key phrase to start using is "instead of x, think of it like this" and "not X, but Y"

The final thing you will want to make sure you include is lots of colourful presuppositions, that invite the listener into your new train of thought and give their mind specific visual, auditory and kinesthetic things to swish too.

So to take the example from earlier you might say:

"Rather than thinking about the time off, instead think of how warm the beaches will be and how cool the feeling of the breeze running across your chest, as we enjoy beers under the sun umbrella's all the time enjoying the beautiful scenery..."

To your success,

Tom

How To use Anchoring On The Telephone - What You Can't Afford Not To Know

How To use Anchoring On The Telephone - What You Can't Afford Not To Know

If you are a coach, trainer or business professional you may be wondering can someone anchor another person on a telephone?

And the answer is, most certainly and with ease.

Before I talk about one way of doing this, let's take a step back and talk about two other things you need to know first.

About seven years ago I was working with one of the world's leading investment banks and overheard a conversation between a trade floor support person and a network support engineer that caught my attention. So much so that I never forgot it.

The trade floor support person was ringing this person in the networks team (who make sure the trade floor can talk back to the trading exchange) and was screaming at him telling the networks guy that :

"The trade floor is DOWN, we are LOSING MILLIONS OF POUNDS right now and YOU need to fix it, now! And by the way the the connection to the Coke machine has

gone down, so can you FIX that also. Get going, the guys are going crazy down here."

This is all pretty normal stuff for trade floor melt-downs. Think of the wild scene's from the great Eddie Murphy and Dan Aykroyd movie Trading Places, where the market floor is going crazy.

The things that caught my attention was the Networks guy hung up the phone, his face had gone bright red and then, (this is what shocked me) started to work on fixing the COKE machine!!

About 30 seconds later when another networks guy heard the trading floor was down and asked the original guy what he was doing, that he snapped out of the trance he was in.

So let's unpack what just happened and how that relates to anchoring.

First thing to get when anchoring on the telephone is people have ONLY your voice to help them makes pictures of what you are saying... this means they will literally be trying to translate from the words you are saying into some reference experience, often times a mental picture or movie.

The second thing that you need to realize is when you communicate you directionalize the other person's mind.

So you can GUIDE a person into all manner of states and create VERY SPECIFIC pictures, feelings and sounds inside another person's mind, once you know exactly how. In fact you are doing this already, it is just that for most people they have no idea how.

Thirdly in order to set an auditory anchor you just need to repeat a unique sound (it doesn't even have to be a word, it can be a grunt or MMM if you want) at the peak of an intense state.

In this case what was the auditory anchor?

It was the phrase DOWN along with the tone (which was one of alarm and panic).

The poor networks guy was caught off guard and got sucked into the INTENSITY (make note of that) of the trade floor guys communication and because of the RATE the guy was speaking, the networks guy was overwhelmed mentally.

At the peak of that experience and feeling of dread the trade floor guy anchored him, completely unintentionally.

And after that the guys brain had gone to mush. He was in overwhelm and literally went with the next suggestion… which was to fix the connection to the Coke machine.

To test what I had noticed, I asked the networks guy, "Has the trade floor gone

DOWN?" The guy's brain went to jelly.

It was a very powerful learning experience for me and I hope it can be for you too.

So if you want to anchor on the telephone it is easy, remember nothing happens UNTIL we have a state. State comes first... then the anchor.

Therefore make sure you have a clear outcome.

Use your language to directionalize the communication. Where do you want it to go in order to create the kind of states you want?

Finally once you have the state built up to sufficient intensity for your objective, then set your unique anchor.

You will only have your voice to do this, so make sure to pick something unique and something that will not break the state of the other person!

To your success,

Tom

EPISODE 18

Anchors In Comedy:
A Mini Masterclass

Anchors In Comedy: A Mini Masterclass

Mastering Anchoring is easy when you can learn it from the comfort of your own home, and provided clear instruction from a brilliant master trainer. If you are curious to know more and enjoy a complete money back guarantee, then simply click on the link below

Most people, when they are learning something, want to see or experience multiple examples before the brain can pick up and pattern "OK - this is what I need to be looking out for". Well, perhaps one of the best examples of seeing an anchors in action is in comedy.

Comedian's are experts at timing, pacing and eliciting powerful states from others. That's why I put together two short video's to show people several demonstrations of visual anchors and auditory anchors in action.

In this first video I show you an example of a great visual anchor of comedian Chris Rock in action, as we hear him do a great skit on Michael Jackson.

In the second example from this video we see comedian Adam Sandler do an impression of Jack Nickolson. In this example we have a great use of an auditory anchor ..

So go watch this video here:
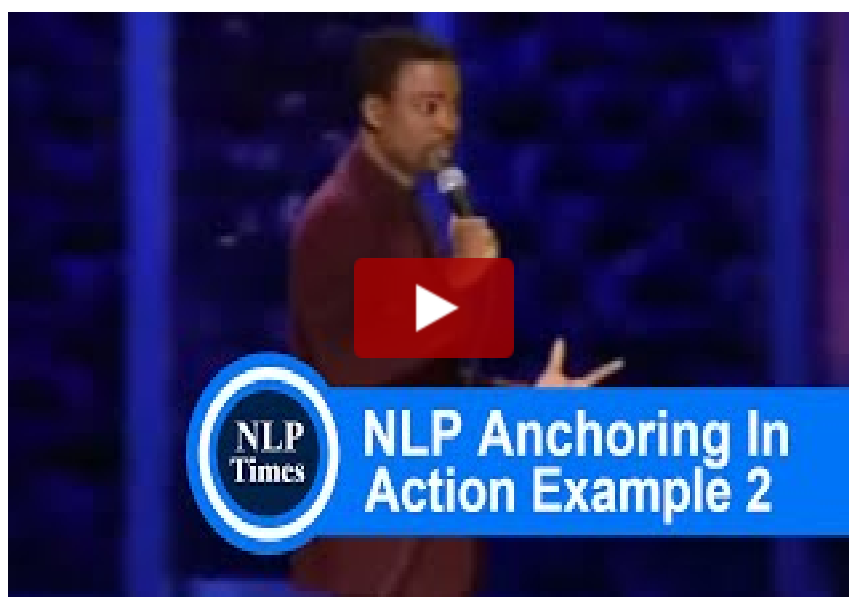
and then COME BACK and I'll explain something important to get about anchoring...

OK, welcome back - if you've just watched the video you may be wondering how can anchoring work so easily or no way that isn't anchoring. If you have read the various content in this guide, then you will know that these are both very good example of what anchoring really is.

You see many people make anchoring out to be a very complicated process ... but the

truth is when you master the secrets of anchoring you can do it anywhere, with ease.

However this is only the beginning. Mastering anchoring is not just being able to do one or two state elicitation, it means being able to trigger off the specific sequence of states in one or indeed hundreds of others intentionally and on cue.

OK, so what is this important thing to get about anchoring? It's that being able to anchor is NOT something only reserved to those who are trained NLP'ers.

This is important to get, because when you GET THIS, then you will realize that everyone, from a little infant to a highly successful business person like Donald Trump is...

USING ANCHORING!

They may not know it, but they are anchoring themselves and others all the time. The cool thing about those who know the secrets to anchoring in any sensory system is that we can do this at will and whenever we want.

Let's look at another video I created showing three more examples of anchoring in action.

This time we are going to see examples from famous mentalist and stage performer Darren Brown, followed by motivational guru Tony Robbins (who we see fire

off 3 self-anchors) to finally a very funny sketch from a Saturday Night Live comedian on Bush and Bill Clinton.

Before you go, if you enjoy these video's then be sure to check out 30 Days To Masterful Anchoring. In just 30 days from now you could be creating the same powerful results in yourself and others.

Enjoy the second video here:

To your success,

Tom

EPISODE 19

Magnetic Persuasion ... Anchoring
Others To Your Point Of View

Magnetic Persuasion ... Anchoring Others To Your Point Of View

Master your ability to influence others by learning the science and art of persuasion.

A common question I get from readers is "Can one use anchoring to be more persuasive?" And the answer I always give is SURE.

Before we get into some specifics, let's break down that question into it's true form, which is 'How can I use the process of anchoring to persuade others?'

This is a much better question. Why? Because it stays much closer to what really happens when you anchor or persuade anyone of anything... you participate in both cases in a PROCESS.

As I've said before:

ANCHORING IS ALL ABOUT WHAT HAPPENS INSIDE THE MIND/BODY of the RECEIVER of your communication at the PRECISE MOMENT, the very INSTANT you do SOMETHING UNIQUE AND they are in a SPECIFIC STATE. In that instant a new mind-body association will become established, which you can later evoke.

We could append that description to the persuasion by saying that

Anchoring in the context of persuasion is, using natural associations, triggered states and semantic responses to have the listener reach the natural conclusion that what you say is what seems only rational, sound and emotionally right, from their perspective.

There are hundreds of ways you could use anchoring to be more persuasive in influencing another person. THE KEY THING TO REALIZE IS ANCHORING IS PART OF A GROUP OF NLP TOOLS that, when used skillfully, can be very effective in persuading another.

It is important that you understand this so you have a solid understanding of what anchoring can and can't do, and indeed that in addition to anchoring states and firing off associations, anchoring is always part of the other tools you will bring to any persuasion dialogue.

There are many, many uses of anchoring. Here are three useful applications you can master to get started:

1. Use Anchoring To Gather Resources

In any persuasion context you are going to be looking out for resources present in:

- the environment
- the person or group

- and in the mind of the listener's

that you can use, to help you lead the person to the thinking that you want.

(Note - this doesn't mean you have the right to enforce a worldview on them, please use these tools with respect and caution)

So in a given situation, we can look to 'scoop up' naturally occurring anchors in the other person, that we can later TRIGGER, when having that emotional state be present would be useful.

2. Use Anchoring To Neutralize Unhelpful States

One of the most useful anchors to establish early on in any heated context or in a influence situation is a "T Break" anchor. Basically this is a state that if things get heated up or if people get into logger heads on a topic will allow you to bring the group or other speaker back into a neutral state.

There are many ways to do this, such as using environmental anchors, like saying "let's take a step outside to get some fresh air" or standing up and offering the other person a coffee.

By using environmental anchors, i.e. naturally occurring existing triggers that will almost certainly change the other persons emotional response.

3. Use Anchoring to Trigger "Certainty" In the Listener

A skilled persuader will have a clear idea of where he wants to take his audience or listener to in order to achieve the objective he/she is going after. This can be anything from getting your kids to clean up their rooms to getting a venture capitalist to invest in your next great project.

Whatever the specifics of what you want to achieve, eliciting and anchoring states like "certainty", "confidence", "motivation" etc can all be enormously useful to be able to call on in a persuasion context.

So remember, persuasion is a process.

Think of anchoring as the container that can capture and later call back powerful states you evoke from your listeners.

Without the skill of anchoring, persuading others can be far more difficult and with it, you can find yourself able to persuade others with ease and confidence.

To your success,

Tom

Here's What To Do Next...

You reached the end of this guide on Mastering NLP Anchoring In Any Sensory Context.

I've shared with you number of key ideas like:

- Master your ability to influence others by learning the science and art of persuasion.

- How to become a master of NLP Anchoring and be able to overtly and covertly be able to anchor others effortlessly

- Becoming masterful at triggering any state you want in business context

... amongst many others.

When you know how to be able to use NLP Anchoring elegantly and effortlessly in every communication, suddenly your power as a communicator explodes.

Based on the fact that you've got to the very end of this series, tells me that you are somebody who really wants to develop your skills. I recommend that you check out our course, 30 Days To Masterful NLP Anchoring, which was recorded from a 2-day live masterclass workshop, where you learn how to be able to anchor in any sensory system and everyday context.

Discover The Field's Best-Selling Step-By-Step Anchoring Training Program That Teaches You How To Anchor In ANY Sensory System & Everyday Contexts

So You Can Dramatically Become A More Skillful Communicator ... in 30 Days Or Less... Entirely Risk Free!

Master NLP Anchroing Today