

# Jamie Smart says It's Time to Put The 'L'

Last Christmas, I received a box of 'Fridge Magnet Poetry'. Throughout the day, friends and family peered at the collection of words and phrases, endeavouring to construct verses, haikus and risqué sentences from the selection available.

The range of ideas we were able to express was limited by the choice of words and phrases on offer, and by each individual's degree of ingenuity and creativity in arranging them.

*The structure and choice of language that was available determined what ideas it was possible to express.*

When you're a baby, words are just sounds. Over time, you associate certain sounds ('milk') with experiences (that warm yummy liquid). Soon, just hearing the word 'milk' conjures up delicious internal representations (feelings, images, sounds, tastes, smells - FISTS). Eventually,

**When used effectively, people respond to words (including internal dialogue) as though they are actually the 'things' they represent.**

these processes become unconscious, and the words automatically trigger the internal representations associated with them.

There was a time when you would have had to 'figure out' the words and phrases you're reading now, but that time is gone. The process has become so unconscious that you probably don't notice it happening. What's more, you can produce well-structured sentences without even thinking about it.

*The processes of word selection and interpretation have become automatic.*

Human neurology is the result of millions of years of evolution. Our bodymind is adapted for the world of things (bears, bananas, stones) and experiences (running, eating, throwing).

Language (on the other hand) has been around for about 30,000

years. Like the software that runs on your computer, language is a recent arrival that 'piggybacks' on the associative aspect of neurology. Language 'triggers' the internal representations our neurology responds to (there's a clue in here as to why body language and vocal characteristics are often more powerful than the words themselves).

*When used effectively, people respond to words (including internal dialogue) as though they are actually the 'things' they represent.*

While the process of 'thinking' can involve all the sensory systems (FISTS), the reality is that most thinking involves people talking to themselves. The things they can say to themselves are (of course) selected from within the constraints of their internal symbolic structure (ISS - the web of associations between words and internal experiences they've spent their whole life creating). Our ISS largely determines what

we can think, perceive, experience, and communicate.

Like a hidden set of fridge magnet poetry, our ISS determines the ideas we can have and express, the things we can perceive and experience. Our perceptions are not 'reality' - they are a set of sensory representations that are orchestrated and organised based on the interplay between our senses and our ISS.

*Affect someone's ISS and you will affect their experience of reality.*

This fact was tacitly recognised by Virginia Satir and Fritz Perls (whose modelling by Bandler and Grinder resulted in the NLP Meta Model) and Milton Erickson (whose linguistic artistry they encoded in The Milton Model).

These two basic NLP linguistic models (The Meta Model and The Milton Model) are among the most powerful discoveries in the field of



**REVERSE THERAPY**

**2-day Introductory (July 1st and 2nd) & 10-day Accreditation course (starts September 28th) 2006**

Reverse therapy is the radical new Bodymind healing approach to Chronic Fatigue Syndrome, Fibromyalgia, Depression, Anxiety and many other states of 'dis-ease'. Developed by Dr John Eaton, it has proved overwhelmingly successful in resolving CFS/FMS and is now practiced in the UK, Australia, Norway, Canada & the US.

We are now offering a 2-day Introduction featuring tuition on all the main principles and techniques that make Reverse therapy work. Successful graduates can move to the Accreditation course, which is also open to pre-qualified therapists. Training is delivered with pace, wit and humour, as well as with an intense, practical focus on acquiring the wisdom of Bodymind. Course Trainer is Dr John Eaton.

Course fees: £350.00 Intro, £1500 (Accreditation).

For more information email us on [info@reverse-therapy.com](mailto:info@reverse-therapy.com). Check out our website: [www.reverse-therapy.com](http://www.reverse-therapy.com). John's book - 'ME, Chronic Fatigue Syndrome and Fibromyalgia - The Reverse Therapy Approach' is available through AA Books

**Reverse Therapy - reversing Chronic Fatigue Syndrome**

LIVE IN ZURICH, SWITZERLAND

# RICHARD BANDLER


## EXPERIMENTAL HYPNOSIS

2.- 5.11.06 (Part I) and 10.- 13.5.07 (Part II)

One keeps reading and hearing: NLP originated from modelling the outstanding skills of people who are experts in their field. But that is only half the truth. At least as important for the development of NLP, and the basis of the most recent developments of RICHARD BANDLER was, and is, EXPERIMENTAL HYPNOSIS: the systematic exploration of what people are capable of when they are in trance.

**In these seminars, you are given the opportunity to do the very thing RICHARD BANDLER and other NLP pioneers did in order to «invent» NLP.**

«It's the kind of group where you have to have people who have a pioneer spirit: where they just wanna know what their brain is capable of and where they're willing to try anything. I grew up in the sixties, when people tried everything and I think that spirit has stayed with me.



Personal Power is knowing what you do well and what to learn next - there is always something more to learn. »

**RICHARD BANDLER**  
in an interview on EXPERIMENTAL HYPNOSIS

**Are you hip & nosy?  
Find out more about this unique training:**

**[www.nlp-institut.ch](http://www.nlp-institut.ch)**  
lattenstrasse 18, ch-8914 aeugst am albst  
+41 (0)44 761 08 38, f +41 (0)44 761 08 09  
[ronnie@nlp-institut.ch](mailto:ronnie@nlp-institut.ch)

# Back Into NLP

communication. They've helped me solve intractable problems; convince sceptical listeners; influence resistant clients. They're two of the most useful things I've ever learned.

Both The Milton Model and The Meta Model operate on a person's ISS, enriching and enhancing the set of possibilities a person is able to experience. In a nutshell, The Milton Model is for putting people into 'useful trances' to make positive changes. The Meta Model is for getting people out of the unhelpful trances they've been trapped in.

The NLP linguistic set has been extended (Eg. with Metaprograms and Sleight of Mouth), but The Milton Model and The Meta Model remain the core linguistic 'toolset' that you need to make all the other patterns work effectively.

*To use NLP effectively and elegantly, you have to master these two linguistic models.*

Fortunately, mastery need not be difficult; it just takes a desire to learn, and a willingness to practice. The good news is, it can be fun - my favourite way to learn the language patterns is by playing cards. When you were a child, you learned through play, and you didn't even notice it happening!

*What happens when you imagine learning the NLP language patterns just as easily and enjoyably?*



**Jamie Smart** is a licensed NLP Trainer and Managing Director of Salad, an NLP Training company and the world's leading source of NLP products for developing linguistic skills. He is passionate about language, and is the creator of *Ericksonian Hypnosis Cards™*, *NLP Coaching Cards™*, and *Irresistible Influence Cards™*, the fastest way there is to learn the language of NLP (including the Milton Model & The Meta Model). Jamie believes that linguistic skills are an incredibly powerful tool that you can learn quickly, easily and enjoyably. With Salad, he is committed to putting the 'L' back into NLP. He is the author of free NLP Tips which are read by more than 15,000 people worldwide (you can sign up for your free NLP Tips at [www.saladltd.co.uk](http://www.saladltd.co.uk)). Jamie lives and works in Leicestershire, and can be contacted at [jamie@saladltd.co.uk](mailto:jamie@saladltd.co.uk).

## 5 Tips to Dramatically Increase Your Linguistic Skills:

- **Have a goal for your communications** - Have a goal (stated in the positive), and evidence (how will you know you've achieved it – what will you see, feel and hear). This simple change will make a big difference to your communications, as you allow your unconscious to choose the words to help you reach the goal.
- **Go quiet inside** - A huge amount of our awareness is spent processing internal dialogue. When you go quiet inside, you free up your awareness to notice what's going on with other people.
- **Watch and listen** - People reveal their internal symbolic structure in their language and gestures. Watch and listen, and people will tell you everything you need to know to communicate effectively with them.
- **Practice the NLP Meta Model** - The NLP Meta Model is quite simply one of the most useful cognitive tools ever discovered / created. It is incredibly valuable, and has application in virtually every field, from coaching and consulting to R&D, software design and creative teams. Practice the Meta Model until the questions and challenges come out of your mouth automatically and strategically. You will be lavishly repaid for your efforts.
- **Become Fluent in The Milton Model** - What happens when you imagine yourself becoming a superb hypnotic communicator? The Milton Model is the ultimate covert communication tool, and is essential for coaches, trainers, public speakers, healers, parents and anyone else involved in influence. Practice these patterns until they become automatic.



**The Art of Being**  
**Jamie Smart**  
**8 CD Set**  
**£113.99 21190**

*The Art of Being* is a recording of Jamie's 2 day workshop of the same name. It is a true journey into the structure of change.



**NLP Coaching Cards™**  
**Jamie Smart**  
**£14.95 21189**

This new card pack from the increasingly innovative Salad team is an outstanding way of learning and using the meta model in your coaching practice.



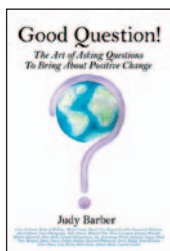
**Ericksonian Hypnosis Cards™**  
**Jamie Smart**  
**£17.99 19317**

These Ericksonian Hypnosis Cards are an invaluable tool for those wishing to learn the verbal magic of Milton H. Erickson MD.



**Irresistible Influence Cards™**  
**Jamie Smart**  
**£19.95 19710**

Jamie has been using the patterns of persuasion and influence for years to get great results. He has chosen the most powerful influence patterns and shares in this set of cards.



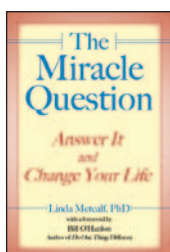
**Good Question!** The Art of Asking Questions to Bring About Positive Change  
**Judy Barber**  
**254pgs paperback £19.97 21537**

Have you ever noticed how surprised some people are when you ask a good question? They may even exclaim 'Good Question!' in acknowledgement. This book, which brings together some of the favourite questions used by 28 of the sharpest minds in business and personal development today, will extend your repertoire of good questions enabling you to have truly transformational conversations.



**In Search Of Solutions** (New Revised Edition)  
**Bill O'Hanlon & Michele Weiner-Davis**  
**208pgs paperback £14.99 88**

*In Search of Solutions* is a classic statement on the concepts, methodologies and goals of solution-oriented therapy. Recognized leaders in the solution-oriented movement O'Hanlon and Weiner-Davis provide guidelines for clinicians in implementing solution-oriented language and explain how to avoid dead ends. Now available in paperback, the book also includes new material to bring the reader up-to-date on advances in this growing field.



**The Miracle Question: Answer It and Change Your Life**  
**Linda Metcalf**  
**144pgs hardback £14.99 18450**

A step-by-step approach for people who feel "stuck" and overwhelmed by their lives. It offers methods for tapping into resources they already have - called "exceptions". "Exceptions" are the "good" they've learned from past experiences but have perhaps forgotten about but are still there ready to use as solutions.



**Words Were Originally Magic**  
**Steve De Shazer**  
**284pgs hardback £24.00 5744**

Examines the idea that words possess a "magical" quality that has been lost to the modern world, a notion expressed by Freud in his quote "words were originally magic". This text demonstrates ways in which words and numbers can be used in solution-focused therapy.