



# Midwest NLP Monthly Muse

APRIL 2005

Volume 14

*See the end of the newsletter for many local upcoming events!*

*NLP Defined!*

*• NLP is an attitude, a methodology, which leaves behind a trail of techniques (Richard Bandler)*

*• NLP is an accelerated learning strategy for the detection and utilization of patterns in the world (John Grinder)*

## IN THIS EDITION!

- Intro:** Welcome To Issue #14!
- Article:** NLP and the Elusive Fast Change Techniques
- Article:** A Message From George Carlin
- Politics?** Big Brother and the Drugging of Our Children
- Book Review:** Blink
- More!** April/May NLP Events
- Must see!** Upcoming local workshops & events!

## Welcome to Issue #14

**How much are we influenced by what we are not conscious of?** Why do we really buy the products we do, order the foods we do, choose the partners we do? What is it that makes us feel a feel like “things just don’t click with some” while feel like connection to some people instantly?

***So much of how we are influenced is outside our awareness!***

As you can read ahead in the book review “Blink”, Malcolm Gladwell so elegantly offers example after example of how so many of the decisions we make are outside our conscious awareness, and how so many people ‘make up’ what appears to be logical reasons for what we do!

As some of you know, becoming a practitioner of NLP has allowed you to become aware of and learn to use many of these subtle ways of influencing others and how in so many ways people have influenced you in the past. Others of you who have not yet learned the magic of NLP have an opportunity to do so now! There is a practitioner session starting April 8-10 that you can sign up for now by calling 847-749-0759 or be clicking below:  
<http://www.midwestnlp.com/nlptraining.php#seminartrainings>

***Take control over your awareness, of the influences in your life!***

The 3 main ‘entries’ for this newsletter address various areas. The first “**NLP and the Elusive Fast Change Techniques**” is a bit of “myth breaking” in relation to NLP and introduces 2 models I will write about in future issue: both focusing on lasting personal change; the second “**A Message From George Carlin**” is intended to allow the reader to focus on our current conditions and perhaps even question how they / we contribute to such a condition. The third issue is my first “**political**” **contribution** and is related

Feature Article->

*"I suggest that we live in the world as if there are endless possibilities. If you must talk about what you cannot do, or believe what you are unable to do, add the word "yet" to the end of your sentences. "Yet" presupposes that the possibility exists that you may not have found out how to make it occur; how to reach your goals; or how to live your dreams...yet."  
-From: Getting What You Want: The Art of Living on Purpose, p. 19  
Jim Accetta*

to MANDATORY MENTAL ILLNESS TESTING of school age children. It will allow any or all of you to write your congress people to either support Parental permission for such testing or not.

I invite your comments, suggestions and input, as always:

Namaste

*Jim Accetta* 😊

## NLP and "The Elusive Quick Change Techniques"

While talking with a client the other day, he asked: "Doesn't that NLP stuff work really fast like people say?"... Another person that hired me to speak recently shared how his group really needed something to "...help them to keep up the momentum of their motivation going..." Expecting a quick fix, or a short motivational talk, I began to get curious.

What both of these people and so many others have fallen into is the myth that NLP can quickly alleviate any symptom, any issue, within a matter of minutes.

Working as an NLP practitioner for many years has taught me that each situation is different. While listening to a tape David Gordon recently (one of the early group of co-developers!), he talked about how he used to think he had all the answers, know exactly what would work, etc... and now, after many years of working with people, he has learned, that he does not know everything, and sometimes the techniques don't work!

### **So, why don't they 'always' work!?**

The one thing people bring to each situation is their self. Their identity, their beliefs, their capabilities, their desires, their hopes and their dreams...their history, their memories and more. Certainly I can anchor confidence in a person who desires to cold call, but if they have never done this, nor have a high "failure" rate, perhaps they are not yet capable, and could use some training. Or, perhaps at a deeper level, they believe that what they are selling is not worthwhile? Or on an even deeper level, they perceive themselves as incapable; or on an identity level, they really long to live a different dream?

NLP is all about the structure of subjective experience and modeling excellence. NLP is an attitude, a way of thinking and acting in the world. What has happened to those who learn or know about NLP is that so many people have seen, heard or read about some technique working in 5 minutes, or 15 minutes...or some communication trick that works miraculously.... Then associate all NLP with these techniques. Certainly, over the years, NLP developers have created some wonderful techniques. Recently I was able to assist a person with a fear and anxiety of cold calling to begin calling prospects with excitement during one session. And yes, I have assisted clients

“The greatest discovery of my generation is that human beings can alter their lives by altering their attitudes of mind”  
-William James

Life is not measured by the number of

to eliminate those nagging “internal critiques” during one session. (or gremlins for those of you who read my past issues!). And have helped people to become “non smokers” in one or two sessions. Sometimes change and improvement requires several interventions, more ‘work’ at the levels of beliefs, identity and spirituality. Some of the distinctions I am referring here are related to knowing where to intervene along with what Robert Dilts has coined “Logical Levels” or what David Gordon might refer to in his “Experiential Array”.

Coaching with NLP offers the answers at these deeper levels, at the level of values, of beliefs of identity, of spirituality. Other ‘techniques’ work in combination with each other. The question what do you want must be coupled with the skill to discern how to help people get what they want, this is only achieved through training and practice.

So how do you maintain momentum in your motivation? Live the kind of life you truly want! Learn your values, learn what you love, step outside of the life you thought you should be living and live the kind of life you truly want! More on this next month on the Logical Levels. ☺

Sign up now for my 3 weekend intensive NLP Practitioner Training!

<http://www.midwestnlp.com/nlptraining.php#seminartrainings>

## A Wonderful Message by George Carlin

(This message is reprinted in it’s entirety)

The paradox of our time in history is that we have taller buildings but shorter tempers, wider freeways, but narrower viewpoints. We spend more, but have less, we buy more, but enjoy less. We have bigger houses and smaller families, more conveniences, but less time. We have more degrees but less sense, more knowledge, but less judgment, more experts, yet more problems, more medicine, but less wellness.

We drink too much, smoke too much, spend too recklessly, laugh too little, drive too fast, get too angry, stay up too late, get up too tired, read too little, watch TV too much, and pray too seldom. We have multiplied our possessions, but reduced our values. We talk too much, love too seldom, and hate too often.

We've learned how to make a living, but not a life. We've added years to life not life to years. We've been all the way to the moon and back, but have trouble crossing the street to meet a new neighbor. We conquered outer space but not inner space. We've done larger things, but not better things. We've cleaned up the air, but polluted the soul. We've conquered the atom, but not our prejudice. We write more, but learn less. We plan more, but accomplish less. We've learned to rush, but not to wait. We build more computers to hold more information, to produce more copies than ever, but we communicate less and less.

breaths we take,  
but by the  
moments  
that take our  
breath away.

- George Carlin

*~ "Life isn't about  
finding yourself. Life  
is about creating  
yourself!"~  
-author unknown*

These are the times of fast foods and slow digestion, big men and small character, steep profits and shallow relationships. These are the days of two incomes but more divorce, fancier houses, but broken homes. These are days of quick trips, disposable diapers, throwaway morality, one night stands, overweight bodies, and pills that do everything from cheer, to quiet, to kill. It is a time when there is much in the showroom window and nothing in the stockroom. A time when technology can bring this letter to you, and a time when you can choose either to share this insight, or to just hit delete.

Remember; spend some time with your loved ones, because they are not going to be around forever.

Remember, say a kind word to someone who looks up to you in awe, because that little person soon will grow up and leave your side.

Remember to give a warm hug to the one next to you, because that is the only treasure you can give with your heart and it doesn't cost a cent.

Remember to say, "I love you" to your partner and your loved ones, but most of all, mean it. A kiss and an embrace will mend hurt when it comes from deep inside of you.

Remember to hold hands and cherish the moment for someday that person will not be there again. Give time to love, give time to speak, and give time to share the precious thoughts in your mind.

Life is not measured by the number of breaths we take, but by the moments that take our breath away.

#### HOW TO STAY YOUNG:

1. Throw out nonessential numbers. This includes age, weight and height. Let the doctor worry about them. That is why you pay him/her.
2. Keep only cheerful friends. The grouches pull you down.
3. Keep learning. Learn more about the computer, crafts, gardening, whatever. Never let the brain idle. "An idle mind is the devil's workshop." And the devil's name is Alzheimer's.
4. Enjoy the simple things.
5. Laugh often, long and loud. Laugh until you gasp for breath.
6. The tears happen. Endure, grieve, and move on. The only person who is with us our entire life, is ourselves. Be ALIVE while you are alive.
7. Surround yourself with what you love, whether it's family, pets, keepsakes, music, plants, hobbies, whatever. Your home is your refuge.
8. Cherish your health: If it is good, preserve it. If it is unstable, improve it. If it is beyond what you can improve, get help.
9. Don't take guilt trips. Take a trip to the mall, to the next county, to a foreign country, but NOT to where the guilt is.
10. Tell the people you love that you love them, at every opportunity.

#### AND ALWAYS REMEMBER:

Life is not measured by the number of breaths we take, but by the moments that take our breath away.

*“Where no plan is laid, where the disposal of time is surrendered merely to the chance of incident, chaos will soon reign.”*

*-Victor Hugo*

- George Carlin



## No Child Left Undrugged?

(I received this email from a friend and responded as once; I encourage you to explore this. Please read on!)

Dear friend,

A dangerous new initiative is now the law of the land and it affects our children. Late last year Congress authorized the funds for **mandatory** mental health screening of all school-children. The goal is to promote the patently false idea that we have a nation of children with undiagnosed mental disorders crying out for treatment. One obvious beneficiary of the proposal is the pharmaceutical industry, which is eager to sell the psychotropic drugs that undoubtedly will be prescribed to millions of American schoolchildren under the new screening program.

But the children are in danger here.

HR 181, The Parental Consent Act of 2005, is attempting to stop this program. I'm writing to tell you that you can do something very quick and simple, yet effective, to help this bill pass. Visit <http://www.DownsizeDC.org> and click on their campaign titled, "No Child Left Un-drugged." *There, you can get all your questions answered about this bill.* And you can join me in sending a message to your Representative and Senators urging them to support HR 181! I hope you

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## Book Review: Blink

The power of Thinking Without Thinking.

What an outstanding read! Malcolm Gladwell uses example after example of how we are influenced by things outside of our consciousness to make decisions about how we live our lives. From choosing food and drinks to making large purchases with the implication that so much of all that we do is influenced by things outside our consciousness. Along with this information, how is it that we come to trust our “intuition”, small bits of information and the value in using such “small slices” of information every day. For me, reading this book had me questioning any reasons I and others offer for why we do the things we do!

The implications for the information in this book are huge! Malcolm also reviews the intricacies of experts, from face readers to wine and food tasters. Like NLP, by knowing behavioral patterns, we can model behavioral excellence to adapt and learn those things that lead us to our own excellence, our excellence in any endeavor we so choose! A highly recommended read!

## Upcoming NLP Trainings

Call 847-749-0759 for early registration discounts!

**2005 NeuroLinguistic Programming**

Upcoming  
local events:

Larry Garrett  
Hypnosis open forum  
discussion, Sunday  
4/3: 1pm. Chicago  
3020 N. Kimball Ave.

Toastmasters  
Coaches Elite:  
(always the 2<sup>nd</sup>  
Wednesday of the  
month) Wednesday  
4/13 7pm Hinsdale-  
Wild Oats Market  
Come as a guest and  
hear the speech  
contests!

Windy City  
Professional  
Speakers -  
Toastmasters,  
Sunday 4/10: 6pm  
Doubletree Hotel,  
1909 Spring Road,  
Oak Brook, IL Come  
on in and join us!

## 3 Weekend Intensive Practitioner Training!

Friday-Sunday 10am-6pm: April 8-10; April 22-24; May 13-15  
Northwest Suburban Location!

Learn the secrets of communication excellence, influencing with ease, and how to create states of excellence and motivation! *Learn how to point your brain in new directions* in order to **get more of what you want**: more success, more happiness, more fulfillment and in more ways than you ever thought possible! Join us for this special 3 weekend intensive seminar and learn the art and science of Neuro-Linguistic Programming™!

The Communication Patterns of Influence NLP™ are a way of thinking about the world, an attitude, a series of techniques and more designed to help you to **build** and easily access mental, physical & emotional **resources, innate skills, & creativity!** Participating in this experience accesses your potential both personally and professionally! When you **learn NLP**, there are no limits to what you can get, how much you can gain the generative changes and growth that continue to occur well after the training! **See the results in situation after situation!** Hear the difference in how people respond to you! Gain the attention of others through ways that were once secret to only the most effective professional communicators  
Go to <http://www.midwestnlp.com/nlptraining.php> for more information.

**Early Registration! Purchase now for and save!**

Purchase  
Now!

### Intro to NLP!

Wednesday, 4/27/05:

Rolling Meadows Holiday Inn

Confirm 847-749-0759 or mail [jim@trulyhumancoaching.com](mailto:jim@trulyhumancoaching.com).

Have you ever noticed people that were so influential and persuasive? People who **build rapport instantly**? In any situation? No matter what? Where these people born gifted? Did they learn these secrets from some guru? The answer is, most of them do not even realize how they do what they do, but now you can **learn these patterns yourself!** For more than 25 years, expert

Coachville Study  
Group: Tuesday, 4/19:  
7-9pm. Buffalo Grove.  
Contact:  
[sandee@sandeeabern.com](mailto:sandee@sandeeabern.com)

The sun never says  
to the earth "you owe  
me".

A love like that,  
lights up the whole  
world.

-Rumi

communicators have used NLP in sales, therapy, hypnosis; marketing...the list goes on and on. Its models of communication excellence are now available to you!

- ***Learn how to create states of excellence in yourself & others!***
- ***Learn how to build rapport instantly and effortlessly in less than 60 seconds!***
- ***Learn how to use the magical power language to shift emotional states***
- ***Learn more!***

Confirm now at 749-0759 or mail  
[jim@trulyhumancoaching.com](mailto:jim@trulyhumancoaching.com).

## Upcoming Local Events

### 21<sup>st</sup> Century Speaker Boot Camp

4/2/05 9am-4pm \$477.00

Location: Aramark: 2300 Warrenville Road, Downers Grove  
(Includes 6 months of professional coaching from Johnny himself!)

Do you have a Message....

Do you want to Speak to groups and be **PAID** for It...if so,...

The real question for you is Not...*What or How you will I do it...*but *When* will you do it? *When* will you take that first step toward your dream & *When* will you start earning a good living from speaking? In both cases plan on...

**Join Johnny Campbell On April. 2, 2005 at  
The 21st Century Professional Speaker Boot Camp  
In this program.**

***You will ONLY receive: Business Clarity and Money-Making Techniques***

1. How to Define yourself as a speaker
2. How to set your speaking FEES....
- 3. How to help people with no Budget...find Money for You...**
4. How to overcome the typical Objections.....
5. How to develop Low cost books and CD's for High revenue
6. How to find local high fee speaking engagements
7. How to write Money-making copy....
8. How to design Money-making websites that generates cash for you

*"What you resist persists. And only what you look at, and own, can disappear. You make it disappear by simply changing your mind about it."*

*-- Neale Donald Walsch*

**To Register call:** 888-255-8626 or

**Email me at:** Johnny@transitionman.com

**Website:** [www.transitionman.com](http://www.transitionman.com)

**International Coaching Federation-  
Chicago Chapter Event:  
Successful Selling: Break the Rules and  
Close More Sales**

**4-7pm**

**Monday , April 11<sup>th</sup> 2005**

Transitions Learning Center: 1750 North Kingsbury  
Chicago, IL 60622

As a business owner, you know that closing the sale is critical to running a successful business. It's also an aspect of business life that you may not feel confident in doing effectively.

- Do you find that you're sometimes not comfortable with the fact that your work requires you to sell?
- Are you frustrated because the sales cycle gets longer and longer as prospects want to "think it over"?
- Are you under pressure to minimize price to get and keep business?
- Are you finding that your prospects are turning you into an "unpaid consultant"?

If you answered, "yes" to any of these, you will want to join us on April 11th as John Martin of Total Selling Solutions teaches us how to close more sales.

In this interactive workshop, discover why traditional selling methods and techniques don't work anymore. Sometimes you have to break the rules to get the results you want. John will show you how to be more effective at bringing in new business even though you might not consider yourself a traditional salesperson. The presenter is John Martin is a Senior Associate of Total Selling Solutions. Go to <http://www.chicagocoaches.com/DesktopDefault.aspx?tabindex=8&tabid=218> for more information or to register

**Toastmasters Coaches Elite**

**7-9pm**

**Wednesday, April 13<sup>th</sup> 2005**

**Wild Oats Market, Ogden Ave. & I 294, Hinsdale**

Do you want to:

- Learn or practice your ability to speak in front of groups?
- Become comfortable with developing varied presentations?

- Enjoy networking with other coaches?
- Like to have fun?

If you said yes to any of these, then Toastmasters coaches Elite is for you. We meet on the 2<sup>nd</sup> Wednesday of every month. Join us once and experience the fun for yourself! Contact [jim@trulyhumancoaching.com](mailto:jim@trulyhumancoaching.com) for more information.

## **Coachville Study Group**

Buffalo Grove

7:00 to 9:00pm

**Tuesday, April 19th, 2005**

Please join our group and be part of creating the content for the next 6 months! During this interactive meeting, we will be brainstorming and designing our own learning for the content of our meetings. Have a subject you would like to learn about? Come and join the fun!

Contact: [sandee@relationshipdiva.com](mailto:sandee@relationshipdiva.com) for more information.

The Coachville Suburban Study Group is a group of dynamic, interesting, supportive coaches. We meet once a month in the evening at a Chamber of Commerce Building in Buffalo Grove to exchange ideas and information regarding the coaching profession. Hear presentations on subjects such as Marketing, Speaking, Getting Clients, etc. Call Sandee Abern at (847) 634-3704 or email her at [sandee@relationshipdiva.com](mailto:sandee@relationshipdiva.com). for details.