



# **Getting What You Want**

~The Art of Living on Purpose ~

by  
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The Art of Living Life on Purpose

# Acknowledgements

To my wife, Linda: For who she has been, who she is and who she is becoming. For all the support and guidance she has offered...for all the love she shares so generously with me, with our children and with all the people she touches.

To my partner Linda, without whom this, or anything else I have done would not be possible.

To the love of my life, Linda: You are my sunshine...

## Thanks

I would love to thank every person who ever helped me get to the point of knowing how fantastic it is to live the kind of life I truly want. Along these lines, let me take the time to thank all of you who co-created with me the heartfelt desire, the dream and the abilities to share my dream of helping others to live their heart's desire — to live the kind of life they truly want. Every person I have met in every day that I have lived in some way has influenced who I am today...in good times and bad, in sorrow and pain as well as celebration and joy. All times, all people as well as all peoples past who have influenced this moment in time are all a part of who we are, and who we are becoming.

Let me take a moment to reflect in gratitude all that is before us...in our past, in our present and in our future. I am grateful for the geniuses and novices that have developed ideas, theories, writings and ways of thinking and living that have so influenced me and everyone. Let me thank you all.

*We stand on the shoulders of giants...  
as well as on the shoulders of all those who stand with us  
I am thankful for all.*

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## Introduction:

**I** magine yourself, sitting on a beach. You look out and see the fast-moving water, the waves. You hear the water as the waves reach the sand. You may hear people in the distance, or the sound of sea gulls. It is a warm, sunny day, and you can feel the heat of the sun warming your skin. There is a slight breeze that comes along, and you can feel the coolness. You may even begin to smell those familiar smells of the beach, and you can feel the pleasure of being in this place. Then, imagine noticing a large object in the distant skies. You squint to see it more clearly and you notice it is a blimp with a word printed in big, bold letters that says:

## STOP!

Was it just that easy to point your brain in one direction & then the next? The above paragraph is simply groups of letters and words, along with white space on a page. As you read the words, how much of the above did you experience in your mind? Did you see, hear, feel, and even smell that experience? For some, you may have had only glimpses, bits and pieces of the experience. For others, you were “in the experience,”

fully recalling or creating this experience for yourself. Either way, I have been able to influence you from here, pointing your brain in



certain directions is just that easy. That's right, just that easy to influence where you want to point your brain next!

The other day, a client said to me, "My mind just takes me there." Now think about this. Can your mind really take you anywhere? When my client made this statement, I pictured a "mind" taking the client on a walk, with a leash, much as we take a dog for walk. Too often people forget, IT'S OUR MIND! IT'S OUR BRAIN! WE direct it, any-time we want!

I see people every day who spend more time planning their vacation than planning their lives. I hear of people all the time taking the time to plan for their financial future, but not their emotional future. I come into contact with people everyday who make sure they have a living will and life insurance as they plan for their death, yet are not planning for their life. Do you identify yourself with any of these folks? Do they sound like anyone you know?

When people fail to control their own minds, they often blame someone or something else for their states. How many times have you heard: "I can't help it, I just feel this way."...or: "It's just the way I think."...or: "It's how I was brought up, what do you expect?" Other excuses include: "She made me mad, I can't help it."; "They pushed me over the edge."; "I'm just over-worked and too tired." The list goes on and on. Which do you relate to? Which have you heard? Take a moment and jot down a few examples of your own, either those that you use yourself, or those that you have heard or hear regularly in your world.

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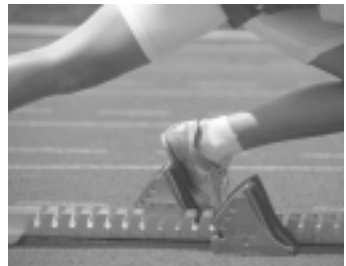
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This book is for people who may have once believed that they cannot control their thoughts, their feelings, or their experiences. This is also a book for those of you who may want to learn more about how people sometimes limit their thinking with just a few simple words. This book is easy reading — simple enough to enjoy in a short time, easy enough to share with a friend or family member, and light enough so you can have some fun! More importantly, this book is a workbook filled with information to help you begin to point your mind and your life, in the direction you want. Oh, and did I mention, it's fun?

I offer you now a way to begin planning for your life. In the following pages, you will learn how to begin thinking of what you want with purpose, direction and specificity. You will first gain some background in purposeful thinking; a bit of ground-work and history if you will. Then we dive right in, exploring your values and how to identify well formed goals. Finally, you'll begin designing the life you truly want.

***Are you ready?***  
***Let's get started!***





*Chapter 1*  
**What Do You Want?**

**W**hat do you want? *Really*, what do you want? Sounds simple, doesn't it? Well, imagine a life where you get what you want. That's right, you ask for it and get it...no strings attached. Now, what do you want? Go ahead...dream big! Ask for anything! Make a big, colorful picture of having what you want...and now, make that into a moving picture. Do you like it? Do you love it? If you could ask for anything, anything at all, what would you ask for? Take a moment, grab a pen and paper and write down all the things you want...all the things you could ever dream of wanting...and remember, DREAM BIG!

Now let me ask: how many of you wrote down what you didn't want? How many of you said to yourselves, "Well, I don't want X...or I want to avoid Y"? Or, how many of you stopped short, allowing that inner voice you once thought was so wise to influence you and say, "You can't ask for that! It isn't realistic."?

I ask the question, "What do you want?" so much, that it is my question of choice, so to speak. I was talking with a friend of mine one day and asked her: "If you could have whatever you wanted, what would it be?" After some silence, I asked her to tell me what she was thinking. She blurted, "Oh, it's nothing that could ever happen." I inquired, "So, what is it?" She then said, "To live in Tahiti — but it's too expensive!" To which I asked, "How

much does it cost to live in Tahiti?” Amazingly, SHE DIDN’T KNOW!!! She had decided it was impossible, improbable, and otherwise un-doable simply because she thought, imagined, fantasized it to be “too expensive.” Now, I could certainly say more about how our further talks went, as I asked her, “What would that kind of life give you?” and “What are the higher values guiding your desire?” ...and so on. My point here is simply that she limited her desire, without a quest to determine the real possibilities, believing she was stuck in a situation that she could not change.

### **NO WAY!!! DON’T SETTLE FOR IT!!!**

The human brain is operating constantly, keeping us breathing, keeping our heart beating, our blood flowing. Our unconscious is designed for survival; it is hard wired into us. Our conscious mind helps direct our unconscious by pointing our brain in a certain direction. What direction do you want to point your brain? What direction do you want to point your life?

A very good friend of mine, Marie, is consistent; she really knows what she doesn’t want. She also consistently lets others know what she thinks they shouldn’t do. She will, on an average day, imagine her future in relation to what she doesn’t want to do, how she doesn’t want to feel.

Now just think of that for a moment. Imagine now *not* going to your kitchen, to your refrigerator, opening it up, taking out a

freshly cut lemon and biting into it! What just happened? Did you imagine doing it, even though I asked you to imagine *not* doing it? You had to rehearse this “not” doing something in order to understand the sentence!

Back to Marie...I've heard her say, “There might be some problems with getting back to the suburbs from Chicago later. You know how I hate traffic.” Now, as she says this, she imagines sitting in traffic, feeling frustrated and hours before the event that may never occur,

puts herself into a frustrated, anxious state about something that never happened!

**...the possibilities  
are limitless!**

What other choices does she have? Well, the possibilities are limitless! She can choose to imagine spending her anticipated time in traffic enjoying the time with her family, the solitude of the moment, a favorite CD, or recalling an infinite number of pleasant or even wonderful memories she has access to!

Animals have it easy. They don't waste their time having feelings about things that may never happen! Why do we? Does our unique time-binding ability as humans presuppose that we rehearse situations that never occur, including the potential (and often avoidable) unpleasant feelings that may never occur?

Recently, my family and I were driving back from Chicago. It was a great day we had, spending time together at my daughter's first piano recital competition. When driving home, we hit traffic and we hit it hard...bumper to bumper. While we sat in traffic and inched forward, we started talking. Linda, my lovely wife, and

I started sharing with our children parts of our childhood. You see, my children at this time were 11 & 13 and they really had only notions of what their parents' childhoods were really like; they did not know that I had many issues as a youth, trouble in school, the law, etc... (but that's another story!) To make a long story short, instead of being impatient and frustrated in traffic, our family enjoyed sitting in the traffic and taking advantage of the opportunity — making it a wonderful experience!

At a recent coaching course, an issue arose which I didn't quite like. Actually, it was upsetting. Yes, reactions get the best of most of us... sometimes... but what do we do about it? How long do we focus on an upsetting issue, or situation and tell ourselves how bad it is, how aggravating it is, or how unfair it might be? Or instead, do we recognize how we feel, ask ourselves what we can learn from it, then REALLY LEARN FROM IT and change how we feel?

I learned some time ago to ask myself the question, "How

do I want to feel?" That's right, I think about how I want to feel! Now let me ask, how do you want to feel?

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**Now let me ask, how do you want to feel?**

*Too often we do not ask ourselves this simple question.*

I read a short story recently that is quoted from a book by Rosamund and Benjamin Zander entitled *The Art of Possibility*. It shows just how simple it is to point our brain in the direction we want.

*Two prime ministers are sitting in a room discussing affairs of state. Suddenly a man bursts in, apoplectic with fury, shouting and stamping and banging his fist on the desk. The resident prime minister admonishes him: "Peter," he says, "kindly remember Rule Number 6," whereupon Peter is instantly restored to complete calm, apologizes, and withdraws. The politicians return to their conversation, only to be interrupted yet again twenty minutes later by a hysterical woman gesticulating wildly, her hair flying. Again the intruder is greeted with the words: "Marie, please remember Rule Number 6." Complete calm descends once more, and she too withdraws with a bow and an apology. When the scene is repeated a third time, the visiting prime minister addresses his colleague: "My dear friend, I've seen many things in my life, but never anything as remarkable as this. Would you be willing to share with me the secret of Rule Number 6?" "Very simple," replies the resident prime minister. "Rule Number 6 is 'Don't take yourself so goddamn seriously.'" "Ah," says his visitor, "that is a fine rule." After a moment of pondering, he inquires, "And what, may I ask are the other rules?" "There aren't any."<sup>1</sup>*

### ***How do you want to feel?***

**We do not ask ourselves this simple question nearly often enough. Read on and learn more about how to get what you want, now!**

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<sup>1</sup>Excerpt taken from "The Power of Intention" by Wayne Dyer



*Chapter 2*  
**A Bit of History And Reference**

*“Every day in every way  
I’m getting better and better.”*

*~Cou’e, 1923~*

**O**ne of the most useful ways to get what you want is to know what it is! Seems simple enough, or does it? I don’t mean “make a million dollars” or “to live happily ever after.” I mean know specifically what you want! Take my friend in chapter one: she knew she wanted to live in Tahiti, but then what? When did she want to live there, and what did she want to do there? What kind of work? How would she be spending her time?

If you say you want to make \$1,000,000.00, what will you be doing, seeing, hearing, and feeling in that place when you make the money? Once you have made the money, what will that get you? How will you be using the money? If you say you want to live happily ever after, what does that mean? What does it look like, and sound like? Who are you with? How are you spending your time? (Of course, the real question to you would be: what do you need to do to start living happily ever after RIGHT NOW?)

Below is a bit of history about auto-suggestion, one method of pointing your brain in the direction you want.

Auto-suggestion is a term coined by Emile Cou’e in his book, *My Method* (1923). Auto-suggestion is a large focus of the best-selling book by Napoleon Hill, *Think and Grow Rich* (1937).

## ***What is auto-suggestion?***

### ***How does it relate to getting what you want?***

We are constantly bombarded with information, from both the outside and from within. From the outside, we get constant information from family, friends, newspapers, radio, and television, not to mention the huge amount of information that is screened out by our consciousness just so we can focus on the task at hand. (For example, you're reading these words in front of you rather than focusing on your breathing or the position of your arms and hands). Auto-suggestion involves using information from within. It is the act of reminding yourself, on a regular basis, of what you want, repeatedly and specifically.

By repeatedly reminding yourself of exactly what you want, both out loud and in your mind, you begin to point your brain in the direction you want to go. Famous author and intuitive Sonia Choquette likens our unconscious mind to that of a small child (Choquette 1997), listening obediently to what we say and where we tell it to go. So, where do you want to tell your mind to go?

In his book *The Isaiah Effect* (2000), Gregg Braden discusses quantum physics, relating that the future holds many potential possibilities, many outcomes dependent on innumerable factors. Gregg states that we "...create conditions into which we attract future outcomes..." (p.24, 2000). He goes on to say, "The choices that we make as individuals determine which mansion or quantum possibility, we experience in our personal lives." (p. 24, 2000). In what direction do you want your life to go? As you read on and put your dreams and goals into specifics, return to this chapter and put together the following auto-suggestion for yourself:



I \_\_\_\_\_, will live the kind of life I truly want. I am one with the universe, I trust my unconscious and enjoy learning and living as a participant in the world. I am  
*(state your goal/s in positive terms as if you are living them at this moment)*

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\_\_\_\_\_. I see, hear and feel myself in this place, and know and trust that it is mine.

I trust that \_\_\_\_\_ is my part of my destiny and who I am today.

***Let's move on.***

*Chapter 3*  
**Pointing Your Brain  
in The Right Direction!**

**T**oo many people get upset about some of the simplest things. As I write this, too many people get upset about so-called “big things” as well! Many of you may relate to the “leaving the toilet seat up” phenomenon, or the “leaving the toothpaste out”, etc. And people say, “It’s the straw that broke the camels back,” or “He/she knows it’s a pet peeve of mine.”

**Right! Don’t believe it for a moment!!**

For me, I used to have one of these so-called “pet peeves.” Every so often I would go to throw out some garbage in the kitchen. Innocently enough, opening the kitchen cabinet, waste in hand, I would move to toss it in and notice that there was NO GARBAGE BAG. Now, looking back on this, I am amused. However, at the time that I experienced this, the NO GARBAGE BAG thing set off a little alarm in me. I would say to myself, “NO GARBAGE BAG AGAIN!” and became irritated and frustrated as I said it. I would turn to my wonderful wife then or later when she arrived home, and let this frustration and irritation out on her! Of course, I told her a thing or two in such words that I’d rather not repeat here; words that I am so grateful that I never will repeat again! It’s hard to believe I responded this way at one time, instead of noticing the



missing bag and smiling, knowing that the woman I love more than anyone else in the world, has shown herself in our home in this small way. Now a situation like this only reminds me of how grateful I am to be her partner, to have been her partner for our long time together, and that we will be partners forevermore. That's right! That's the mind-set I enjoy today! How do you

**...her laundry  
was not done because  
she decided to play,  
to have fun, to enjoy  
an experience  
and then relive the  
memories over  
and over again.**



want to think about your life today?

A client of mine recently told me how she was upset that she had “piles of laundry” to do. She talked about how she really should have done laundry instead of enjoying a weekend away with her family. As she talked about the experience with her family, the joys she shared with her sons and her husband, the drive, the swimming, the intimate times at

the pool...I could hear the smile and contentment in her voice. I suggested to her that as she looks at her laundry, she should revel in the weekend, and know that it was the weekend that she really enjoyed. Suddenly, her experience of the laundry turned

from a frustration to an experience of contentment! She reveled in the fact that her laundry was not done because she decided to play, to have fun, to enjoy an experience and then relive the memories over and over again.

## **QUITE A SHIFT IN PERSPECTIVES, YES?**

When I talk about what you want, I am talking about pointing your brain in a particular direction, in the direction you want. I alluded to the power of our unconscious mind in chapter 2, and will discuss this in much more detail in chapter 9. Certainly, there are plenty of resources available that one can read to support the statements I'm making,<sup>2</sup> but my purpose here is to offer you just enough information so that you can use these principles effectively in your life today, starting now. So, let's continue.

The outcome model below is used in NLP goal setting. This model will help you to begin the process of getting what you want! In chapter one I asked you to write down all the things you want in your life, and I encouraged you to dream big! Now, let's focus by starting with this exercise.

**Keep it simple!** Follow the guidelines below when defining your goals. Keep them simple, specific and have some fun!

### **1. What do you want?**

(Remember, state this in positive terms of what you want rather than something you don't want. Make your goal something that is possible, that is initiated by you and within your human capability to achieve.)

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<sup>2</sup> See *Appenix 1* for definitions of *unconscious* and the *References Section* for additional readings.

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*Now, look at your statement. Is it specific & measurable? Does it have a time frame in which you will achieve your goal? If so, move on to answer the next question:*

**2. How will you know when you have it?**

(This refers to some of the particulars. What will be present when you have met your goal? What will you see, what will you feel, and what will you hear? When, where and with whom do you want it? Use additional paper if needed.)

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**3. How will this outcome affect you?**

(This question has to do with the ecology of your outcome. How will getting what you want affect others? How will it affect your health? Your relationships? Your career? Your mental and

spiritual health? What other areas of your environment might be affected? Will they be affected?)

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**4. Resources questions:**

What stops you from already having your outcome? What resources do you have now that will help you reach your outcome? What additional resources do you need?

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**5. What's next? How are you going to get there?**

Is there more than one way to get what you want? What is the first thing you will do to get what you want? When will you start?

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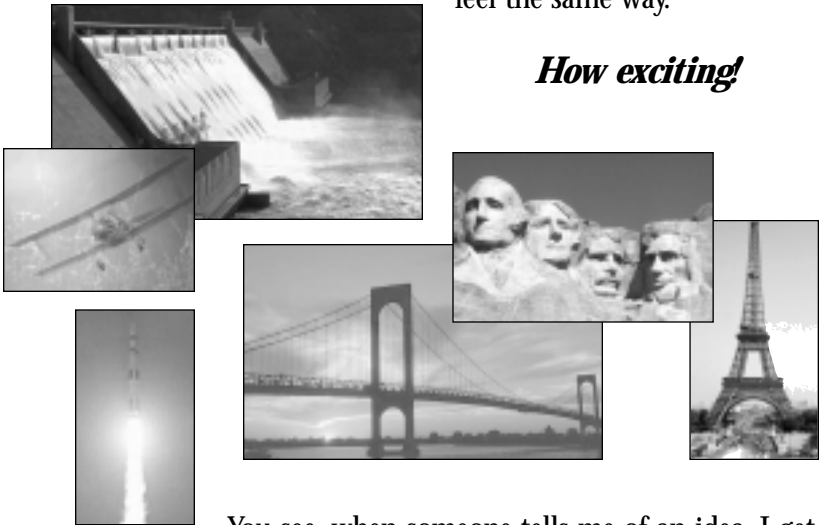
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## Chapter 4

# Endless Possibilities

**D**o you realize yet that we exist in a world of endless possibilities? Do ideas or notions of the possibilities that exist for you really excite you? Really? A friend of mine recently told me of an idea she has. As soon as she told me, I became excited, really excited. Her idea was to teach children some of the concepts and patterns of Neuro-linguistic Programming. She went on to say how she wants her children to learn it, and that she is sure other parents will feel the same way.

*How exciting!*



You see, when someone tells me of an idea, I get a picture of the Hoover Dam, then of a rocket ship taking off, then of Orville and Wilber Wright at Kitty Hawk with their plane starting to take off, then of Alexander Graham Bell sitting in front of a telephone. Do you recognize a common theme to all

of this? At one time there was no Hoover Dam; there were no rockets or trips to the moon; there was not an airplane in the sky and there were no telephones. The common thread in all of these and countless more great creations is that **THEY ALL STARTED WITH AN IDEA**. That's right. Once, there was no Hoover Dam, and then someone had an idea! Once, there were no airplanes, and then someone had an idea! Once, there was no telephone, and then someone had an idea! What ideas do you have?

Dr. Richard Bandler, the creator of NLP, tells a story of curing someone's phobia in about 7 minutes (which he now considers a long time!). Once done, the person was surprised at how quickly he was cured, and asked if there was more Dr. Bandler could do for him. Dr. Bandler agreed, only under the condition that the phobia was interesting enough. The man requested that each time he saw his wife, he would fall more and more in love with her and Dr. Bandler agreed to help him. Without describing the whole procedure, let me just say that I liked this idea so much, I did the same thing!

**THAT'S RIGHT, I PROGRAMMED MYSELF SO THAT EACH NIGHT WHEN I CAME HOME FROM WORK, AND SAW MY WIFE, I FELT MORE AND MORE IN LOVE WITH HER!**

I have been blessed with an internal meter, a voice or feeling if you will. This particular meter goes off every time someone tells me "I can't," or "It can't be done." Recently, in a Communications Excellence seminar, one of the participants talked about how it is impossible for the mind to create the kind of changes in the heart that really make a difference. Well, my meter went off!

“Impossible” does not work in my world, and may I suggest that you eliminate it from your world as well! As soon as we believe something is impossible, we stop. We no longer aspire to whatever it is.<sup>3</sup> Imagine what the world would be like if the Wright Brothers, or Thomas Edison, or Alexander Graham Bell, or Martin Luther King believed what others told them...and then stopped!

**Imagine if the Wright brothers, or Thomas Edison, or Alexander Graham Bell, or Martin Luther King all believed what others told them... and then stopped!**

I suggest, live in the world as if there are endless possibilities. If you must talk about what you cannot do, or believe you are unable to do, add the word “yet” to the end of your sentence. That’s right, add the word “yet”. “Yet” presupposes that the possibility exists that you may not have found out how to make it occur; how to reach your goal; or how to live your dreams — but that you will do so in the future. “Yet” leads you to the questions, “What do I need to do to make this happen? How can I do that? What is it that needs to be true in order for what I want to occur?” and so on.

So, you wrote down at least one goal, one outcome during chapter 3. What is the first thing you will do to reach this goal? Then the next? Then the next? We will address these steps in

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<sup>3</sup> Secondly, and a bit off the subject, I do not believe there is a separation on mind and body. We perceive the world through our bodies, we communicate within ourselves by perceiving words, pictures and feelings; all through electro-chemical impulses that flow through our bodies which, in turn, create similar electro-chemical reactions in our brains that then flow back through our bodies via skin temperature changes, heart rate changes, breathing changes and other larger body movements and actions.

later chapters. Also, for personalized help, I offer a complimentary coaching session for you as the purchaser of this book. See *appendix b* to find out more.

Have you begun to move toward your goal or goals? If not, what's stopping you? What obstacles do you perceive that are in your way?

Let's experiment. OK...lift up your left arm and keep it up for 15 seconds. Now, put it down. You controlled every moment, every muscle, every thought! If you can control your arm, you can control your brain. So, which way do you want to point your brain?

*Every time you allow a thought of how something can't work, or won't work, or might not work, you allow just that much doubt, or more, to stand in the way of your goals, your dreams, your true destiny.*

### **INSTEAD...**

**Focus on what you can do about your goals.**

Focus on what you want to do to get past these alleged obstacles, these supposed set-backs! I have a saying that sits in front of me, on my desktop: "If you really want to do something you'll find a way; if not you'll find an excuse." (*Author Unknown*) I have another saying that guides me, and started guiding me several years ago. It was shared with me by a classmate in a NLP Master Practitioner course: "Do what you love and the money will follow!" (Marcia Sinetar according to my friend!). So, what does this mean?

**Know what you want, set your goals, and go for it!**  
What else? Read on and enjoy!



*Chapter 5*

## **Having Fun — Enjoy All You Do!**

**Y**ou only have so many heartbeats; *how do you want to use yours?* I remember the first time I heard this statement and the profound effect it had on me.

How do you want to use your heartbeats? In some of the chapters ahead, I will review various planning and goal achieving procedures that you will be able to use, in the order presented, or by picking and choosing those you want in whatever order you like. Whatever you choose, I want to urge you to keep this bit

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**You only have so many heartbeats. How do you want to use yours?**

of advice in mind: HAVE FUN ! Really, have fun! Do what you really want, while you're moving toward larger goals.

In the past, I have sometimes moved forward in working to achieve goals and forgotten about those things that are most precious. Yes, no doubt those heartbeats that I have spent on “other things” are valuable learning experiences. As I have said, and continue to say, THERE IS NO FAILURE, ONLY FEEDBACK.

Some of you may recall the song “The Cat’s in the Cradle” by Harry Chapin. In that song, he talks about a father who works hard and never seems to have time for his son. Sung from the

perspective of the father, he talks about how he is always busy and how his son wants to be like him. Then, near the end, he laments how his son, in turn, ends up not having enough time for him. “My boy is just like me.” I thank God and the powers in the universe that I was struck with this realization while my children were still young.

**In whatever you do, ask yourself, “Is this the thing I want to be doing most right now?”** If you would rather be doing something else right now, put this book down, and do it. NO KIDDING! Ask yourself, “What is it I would rather be doing right now?” then answer the question and go do it! In order to live a life of fulfillment, it is important to begin to recognize that every moment of every hour of every day, we all make decisions. When you decide to do one thing, you are giving up the opportunity to do something else. With every choice is this consequence, of not doing another thing. Also, with every action we do there is a consequence. Or, as Sir Isaac Newton so aptly put it: *For every action there is an equal and opposite reaction.* Without getting into physics or quantum physics, let me say that your choices — everyone’s choices — have consequences, and we must live with and learn from these consequences as we make our next decisions and move forward in our lives.

***When designing your goals in the chapters that follow, please keep in mind: Have fun! Enjoy each moment of each day. You only have so many heartbeats — how do you want to spend yours?***



## Chapter 6

# Values: The Stuff of Life!

**N**ow let's talk about values — those things that mean so much to all of us. Sometimes referred to as criteria, values are the stuff of life; that which drives us. As a coach, I am constantly helping people focus on their values. Anytime the emotional charge begins to simmer, anytime there is excitement, anger, passion, love, intensity — values start showing up. Now, in everyday life, how often do values show up? How often do we bump into those things that are so important to us? Well, everyday in some way we are bumping into values, into what's important, what means the most to us. This may not be obvious, so let me explain. We start our day by getting up (with or without an alarm), having our coffee, tea or water; showering, getting dressed, starting work, etc. You get the picture. Let me share an average morning of mine and then share with you just how values show up in the way I start my day!

Thanks to my NLP training and my trust in my unconscious mind, I start my day by getting up just before the alarm goes off (write me for more information about the alarm-in-my-head thing!). I get out of bed, grab some water, pray and thank God...thank the universe for another day, for the people in my life and to guide me as the universe/God will.<sup>4</sup> I go downstairs into my living room, have a seat in the comfortable chair, sometimes open the

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<sup>4</sup> My notion of God and universal power are very similar. I will speak on this in future publications and will be happy to share this with you, if you so desire.

curtains to the outside and then just sit. Sometimes I sit and look out the window, sometimes I close my eyes...and in my mind, I think about the people in my life, the work I do, where I have been, where I am going...and I feel grateful. I feel a real gratitude for all that has happened and for all of the people in my life. Sometimes I meditate...concentrate on my breathing...in and out...slowly...sometimes I focus my attention during mediation on a small flame. After 10 to 20 minutes I go to my office (downstairs in my home) and review my day. (On a weekly basis I review my week as well, planning on what I will do, keeping in mind those values of family, exercise, rest, clients, projects, etc.). I then may begin working: writing, reviewing/answering e-mails and always a bit of reading. Soon I either take a run or visit the gym (often with my daughter) returning in time to make a healthy breakfast for my family before my first coaching calls. During the school year, breakfast is at 7:30am, and consists of organic eggs, wheat toast, perhaps non-preservative bacon, sometimes no sugar cereal, etc.

So, what values does this short beginning of my day exhibit? I'll name them and then describe just how I live these values: Peace, being at one with the universe, the belief and value of pointing my brain in the direction I want; health, organization and completing tasks; family, health for my family; helping others, living the life I truly want. By beginning each day drinking water, I know this is one of the healthiest things I can drink. I drink purified, filtered water that cleanses my body. I meditate...cleansing my mind by pondering, thinking, feeling and meditating on gratitude...on peace, on serenity...on those emotional states that

I enjoy having and living. I start my day with an *attitude of gratitude*. An attitude of being grateful for being on this earth, for being in this universe; for all that has been given to me, offered to me, put in front of me, and all that I've done with that in the years that I've been on this earth.

As I plan my day, my value of organization shows up: organization; persistence; getting things done. I sometimes have a severe goal orientation. I say "severe" because one of my values is to have fun, which seems to be in opposition to my need to be organized. Blending the two values, I am sure to be "almost serious" while at the same time I plan and organize so that I do get things done. Thus the value of organization — getting things done! The value of exercise shows up again when I prepare to run and go to the gym. Another value of family shows up because my daughter and I often go the gym together. As I write this now my daughter is going to be fourteen in a month, and she and I go to the gym because one of her values is looking good and being in shape. This is one of the by-products of the media that I actually do like — though not to the extreme that she has developed that desire — but I like it because it keeps her eating healthy and wanting to exercise, plus, I get to spend quality time with her; anywhere from an hour to two hours each day at the gym, which is fantastic. Returning from the gym to home, my value of family shows up, because I get to spend time with them. I cook a healthy meal, part of that value showing up when I do the shopping as I choose no-preservative, no-sugar foods, no white flour, and all the good things that I've come to know are valuable to a healthy diet. I love my family and I want them to be healthy, and I want them to put good things into their bodies. So, I make sure to make time

to shop and cook for them. As I cook the meal, I really, really enjoy what I'm doing. I have a lot of love for them and I think that goes right into the food. And then I still get to eat with them. We share food and time and I ask them this question, "What's your intention for today?" and a lot of times they'll just say, "Awe, Dad! Well, I intend to have a good day." But even in that, there's some intention, there is some purposeful living that they offer. So my value there is helping them to learn to point their brain and their life in the direction they want. Because I know that we can all live purposefully. We can all live the kind of way we want.

Another value of mine, a huge value, is to "do what you

**Live the kind of life  
you want. It's your life ~  
what do you want  
to do with it?**

want!" Live the kind of life you want. It's your life; what do you want to do with it? Having my children help clean up has to do with my value of

being a good parent, in helping them to learn responsibility. I don't know if any of you have seen this sign in various work places that says, "Please clean up after yourself, your mother doesn't work here." I was always amused by that sign because, so often, people just leave their garbage. People leave their plates. People leave stuff as if someone is on duty to clean up after them. Certainly, in restaurants and other public places, that does happen — workers are supposed to clean up after patrons because it's their job. But too often, people don't clean up after themselves when they should. I want my children to leave places in a better

way than they were when they came. After breakfast, they're off to school and my wife is off to work. She's a teacher at a local school district, working with children labeled "behavioral- and learning-dis-orderd".<sup>5</sup> Then I have the house to myself, and I begin working, I call clients, prospects, or write and research. And of course, I coach. I love my coaching clients and I *love* coaching! It is a fantastic expression of my value of helping others be the best they can be and truly enjoying life.

Values come into play throughout the day, in everything you choose to do. I hope that by sharing with you just a brief, brief window of how values show up in various areas of my life, it will help you trace your own values throughout your day, in all areas of your life.

So let me ask you now, how are your values showing up in your life? Take some time now to answer the questions in this chapter about how your values show up and what they are.

***Start by answering the following:***

1. Pretend that you are near the end of your life. In looking back, what would you have needed to do/see/experience in order to consider your life to be one of fulfillment? Of few or no regrets?

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<sup>5</sup> I say so-called learning disorder and behavior disorder to distinguish between who they are and what the school district and others have labeled them. The "system" will often label people who act outside the norm in some way. I would suggest that these children are different, special, outside the norm and not dis-ordered!

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2. What's missing in your life, the presence of which would have your life be more fulfilled?

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*Now, complete the following exercise:*

**Your future self:**

To start the process, pretend you are 80 years old. You now have the opportunity to look back on your life and describe to your family, your friends, your business associates what a great life you had. At the same time, they have the opportunity to share with you what they have appreciated most about you. Take this opportunity to write down how you have lived your life using the following questions:

1. What are the most significant events or learnings that you want to share with all those who have gathered; that which is most valuable for them to know about what has been important to you in your life?

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**2. What did you enjoy most in your career and work life?**

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**3. What did you enjoy most in your family life?**

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**4. What did you enjoy most in your spiritual life?**

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5. What were the things that made you laugh the most, that were most fun?

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6. If time and resources were not a concern, describe the things you long to do.

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7. Think of one or two people you know who really inspire you. What about them is inspiring?

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8. What's missing in your life, the presence of which would make your life more fulfilling?

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9. What activities have heart and meaning to you?

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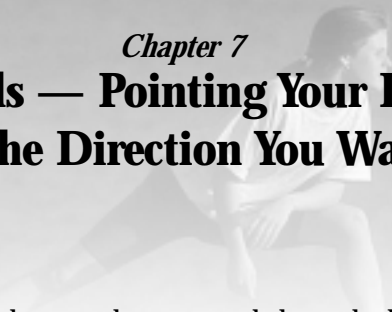
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Take a moment and read over your answers. What are the themes? What stands out? What do you notice? Write down your answers below, on separate paper or in a notebook.







*Chapter 7*  
**Goals — Pointing Your Life  
in The Direction You Want!**

**N**ow that you have moved through the process of defining what you want and you have at least one well-formed outcome, let's be more specific. This chapter is devoted to specificity; you will have the opportunity to design the life you want by following the exercises below. What do you want in your life? In 5, 10, or 20 years, how do you want to be living? Think about your ideal day. What is your ideal day today? What is your ideal day in 10 years? Where do you want to be living? What do you want to be doing? These questions and more all have to do with you — who you are and who you want to be. In large part, they ensure that you will live the life you truly want, a life of fulfillment, with few or no regrets. They have to do with planning, with values, with turning your dreams into realities. You may recall the exercises in chapter 6 about values, your future self, and living your dream. Re-read your answers to those questions and then proceed with the following exercises.

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**These questions, and more, all have to do with you, who you are and who you want to be.**

Below you will find questions to help you live the life you truly want. The questions are focused on specific time frames and areas of your life. Start with those that are most familiar to you, those areas that you want to begin focusing on first. Then, go back and review the other areas. You may use a separate piece of paper or notebook to answer the questions as specifically as possible. You will be able to use the format over and over again as you review your progress daily, weekly, monthly, annually...as often as best fits your lifestyle...as often as YOU DECIDE it is best! Remember to use the format from chapter 3 when identifying your goals. In order for you to reach them, your goals need to be specific, measurable, and attainable. Ready?

***What are your goals for the next year in each of the following areas?***

***Career***

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***Money***

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***Health***

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***Friends & Family***

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***Significant Other***

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***Personal Growth***

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*Fun & Recreation*

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*Home*

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**...We need to chunk down the steps into reasonable and doable pieces.**

**GREAT! NICE JOB!**  
Now, in order to begin achieving these goals, we need to chunk down the steps into reasonable and doable pieces. The next few steps will help you to do that. First, let's start

with the first 3 months. What needs to happen in the next 3 months for you to begin achieving the goals you set out for yourself above? Who do you need to contact? What do you need to take action on? What needs to be done in the next 3 months so that you know you are on track in achieving your goals?

Document below or on a separate piece of paper your goals for the next 3 months in the following areas:

***Career***

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***Money***

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***Health***

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***Friends & Family***

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*Significant Other*

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*Personal Growth*

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*Fun & Recreation*

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*Home*

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GREAT! YOU'RE MAKING PROGRESS! Now, before you move on, let's do one more thing. Take out your calendar, computer, PDA or any other scheduling system you use (and if you don't have any, I suggest you get one!). Pick a day 2 months in the future to review your plan and begin your next 3 months of planning. Write down "quarterly review of goals". At that time in the future, you will then review this exercise and make another plan for the following 3 months! As you do, review your 1-year goals and the progress you made on your first 3-month goals. Did you achieve all your objectives? What did you do? What didn't you do?

***Celebrate all that you have done!***

Review the goals that you did not achieve or approach as closely as you would have liked, and as yourself: "Were the goals reasonable? Do I really want to achieve these goals?" One of the many great things about this exercise and assessing your progress is that YOU CAN DECIDE TO CHANGE YOUR MIND! That's right! You can decide whether you really want to keep the goal(s)! It is your life! A powerful presupposition of NLP is "*there is no failure, only feedback.*" The feedback, or results of your actions, only help you to decide what you want to do next. If you do want to keep them, what do you need to do differently to ensure you achieve the goal(s)? What do you need to give up, change or adjust in your plan to do what you want? Make sure you give yourself plenty of time!

## *Chapter 8*

# Getting Started: The Action Plan

**H**URRAY! You're well on your way toward living the kind of life you truly want! Celebrate! Treat yourself! Take a break or continue on with vigor!

Do whatever it is that feels best to reward yourself on the progress you have made!

Now that you have identified your values, identified and documented your year-long and 3-month goals, what's next? That's right, what is next? At this point, some of my

clients really thrive; they love the structure and planning that they are doing. Some clients prefer more general plans, and are more open to allowing the goals to be met as we meet them. Whatever your preference, it is important to be specific in developing a plan for how you will begin. For each of the below areas, document the first thing you will do in each area to meet your quarterly and yearly goals. You may want to take out your calendar or planner now to jot down target dates when you plan to do the things you write below.

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**Now that you have identified your values, identified and documented your year-long and 3-month goals, what next?**

***Career***

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***Money***

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***Health***

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***Friends & Family***

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*Friends & Family*

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*Significant Other*

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*Personal Growth*

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*Fun & Recreation*

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***Home***

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FANTASTIC!!! Did you get your first step for all of them? For most of them? Some of you may actually have started putting your first two or three steps in each place! Whatever your progress, congratulate yourself that you MADE PROGRESS and are continuing to make progress! YEAH!!!

Next, answer the following. How will you know in the next weeks and month that you have made sufficient progress in each of the areas below? Remember, use you calendar or planner to jot down specific action steps!

***Career***

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***Money***

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***Health***

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***Friends & Family***

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***Significant Other***

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***Personal Growth***

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## *Fun & Recreation*

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## *Home*

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WHEW! Give yourself a break! For some of you, this may have been a refresher in goal setting. For others, this may have been one of the first times you sat down to plan for your life! Either way, you have just done a tremendous amount of planning! Bask in your glory! Call a friend! Do something your really love! Then, return and review what you have written. Is it reasonable? What are you giving up in order to meet your goals? Do you want to change or adjust anything in your plan? Did you set a time aside to review your weekly and monthly progress? OK, before moving on, take a break. You've earned it!



*Chapter 9*  
**Cutting the Grass:  
Trusting Our Natural  
Unconscious Processes!**

*“Everyone is born a genius,  
but the process of living de-geniuses them.”*

*~ Buckminster Fuller ~*

CREATE THE MINDSET THAT EVERYTHING IS FEEDBACK, USEFUL, AND HAS A POSITIVE PURPOSE. START USING THESE PRINCIPLES, AND YOUR BRAIN WILL LEARN HOW TO TURN EVERY SITUATION INTO A POSITIVE.

**What is your unconscious? What is it that I mean when referring to unconscious processes?**

**W**hen we bought our first home, I became quite the lawn man. I went out shopping: lawn mower, edger, weed whacker, clippers, trimmers, you name it, I bought it. Then I started: Each week I cut the grass, trimmed, edged, and looked with pride at the lawn, shrubs, etc. It really looked good! Well...it looked good sometimes, ok other times. BUT I DID IT! Then, we made an arrangement with a neighbor: Linda was watching one of their children and in exchange, our neighbor (who owned a lawn service company) would take care of our lawn. Well, the first day home, I saw the lawn, edged, neat, and clean. SUDDENLY, I REALIZED I WOULD NOT MISS

CUTTING THE LAWN! How I enjoyed the free time, the leisure, and just seeing it done!

Three years later, I returned to cutting the lawn. No more exchange, did not want to pay, and decided to do it myself. AUTOMATICALLY, I shifted my thinking and began to think of the benefits, of what I enjoyed about it, the leisure, the weather, the improvement of quality, the mindless activity to allow my brain to rest, to wander, to yes, think of this chapter! AUTOMATICALLY, because I have been training my brain to point in a positive direction. AUTOMATICALLY, because I trust my unconscious, I immediately began to feel good about my

**Our survival is at its most basic function, followed by our need for love and safety by being part of a group.**

action, about contributing to my household, about time with nature. AUTOMATICALLY, I started to notice the benefits and positives of my actions!

**Let me offer some definitions of the unconscious:**

One simple definition is: *our unconscious mind is that part of our mind that is operating outside of consciousness. Our survival is at its most basic function, followed by our need for love and safety by being part of a group.* Thus, all our bodily functions that are currently outside of our awareness are operating in coordination with our unconscious mind. All our values, goals, hopes, dreams,

attitudes, past memories, etc., are all part of our unconscious mind, until we make them conscious. Then of course, we are conscious of them but, like our breathing, there still exists some connection to our unconscious mind.

Webster offers the following definitions:

1. unconscious: 1a. Not knowing or perceiving: not aware; b. free from self awareness; 2a. not possessing mind or consciousness: b. not marked by conscious thought, sensation or feeling: of or relating to the unconscious; c. having no consciousness for the time being; 3: not consciously held, exercised or displayed: not realized; 4: not deliberately planned, organized, or carried out: not consciously directed.

2. unconscious: 1: the absolute principle of the universe according to the doctrine of panpneumatism; 2: the greater part of the psychic apparatus accumulated through life experience that is not ordinarily integrated or available to consciousness yet is manifested as a powerful motive force in overt behavior esp. in neurosis and is often revealed (as through dreams, slips of the tongue or dissociated acts);

3. collective unconscious – compare to subconscious.<sup>6</sup>

Another group of useful definitions comes from *The Answer Within: A Clinical Framework of Ericksonian Hypnotherapy*; Lankton & Lankton, 1983, p.8.

“Erickson was aware, too, of the difference in his concept of the unconscious. Before continuing this explanation of Erickson’s approach we would like to present what Erickson said about the unconscious in his later years:

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<sup>6</sup> From Webster’s Third New International Dictionary, Copyright 1981. G&C Merriam Co.

Weitzenhoffer (1960) has convincingly presented the view that the term “unconscious” in contexts such as we have used here is not the same as Freud’s “unconscious”. Our use of the term “unconscious” is similar to its usage with finger signaling and the Chervreul pendulum (Cheek & LeCron, 1968) where Prince’s (1929) definition of subconscious or co-conscious as any process “of which the personality is unaware” but “which is a factor in the determination of conscious and bodily phenomena” is more appropriate (Erickson & Rossi, CP I, p. 424).

“We find the Ericksonian view of the unconscious to be compatible with the contemporary understanding of the unconscious held by various theories of operational personality (Burton 1974). The unconscious is thought to be a complex set of associations.”

Why so much focus on our unconscious? Well, I want to encourage you to begin to trust this part of you that keeps you

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**Why so much focus on our unconscious?  
...I want to encourage you to begin to trust this part of you that keeps you safe, that keeps you breathing..**

safe, that keeps you breathing, that ensures you blink your eye just at the right time before a bug flies in it! That part of you that keeps your heart beating, keeps your blood flowing! That part of you that drives you to

eat when hungry, to drink when thirsty, to seek companionship, love and nurturing from your significant other, your partner, family and friends. To trust your unconscious allows you to begin to trust the infinite wisdom of the universe. To trust your unconscious allows you to begin to tap into the infinite wisdom of your intuition, those parts of you that have often been “socialized” out

of conscious existence, out of our use and their usefulness. Try it on and learn all the resources available to you!

The unconscious is a lot like a trusting child. It will keep moving in the world and follow the direction of the conscious mind. When you begin to apply the principles of CHOOSING what you want, perceiving each experience as feedback and valuable, noticing the positives in each and every encounter, then you, too, will enjoy all that life has to offer! That's right. Just as I enjoy cutting the grass, cooking and washing the dishes, you will find value in all you do, WHEN YOU DECIDE TO DO IT AND POINT YOUR BRAIN AND YOUR LIFE IN THE DIRECTION YOU WANT!

So, the next time you are cutting the grass, washing dishes, or some other activity that you once thought mundane — take note of the value it has and trust your unconscious to follow through for you. If you truly don't want to do the task, THEN DON'T! Living the life you truly want means just that! It's your life, it's your time...each moment, each heartbeat happens only once. How do you want to spend yours?

Take some time now and return to the auto-suggestion you wrote on page 9. You have learned much on your journey through these pages and will continue to learn in new and familiar ways as you move through your days. Look at your original auto-suggestion and make any changes or adjustments that seem to make sense now. Take this time to write as many suggestions as you want, any number will be useful.

Let me suggest that you take some time and make yourself a recording, placing any and all auto-suggestions on the recording and listening to this at night before you go to sleep. Repeat the auto-suggestion/s out loud each day and notice the how these things begin to have an effect on your life each day!

Most of all have fun, smile often and enjoy every moment of every day. You only have so many heartbeats, make them precious.

## Chapter 10

# Support And Quotes

**P**erhaps you need no further support or explanations. At this point, you know what you want, and you have started on the path to get just that. Perhaps you are well on your way to reaching your goals, your outcomes. Perhaps you have not yet started to venture on your way. Whatever your position, wherever you are, let me offer a few bits of wisdom, passed on from others. The wisdom I refer to has to do with living true to yourself. Some

may refer to it as “living the good life” while others discuss it as being centered, honoring your true

self, living from the core of your being. All this and more I bring to light, and ask you to reference such experience(s) as you venture toward your goal of getting what you want.

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**The wisdom I refer to  
has to do with living  
true to yourself.**

So I ask again, what do you want? What do you want, really? And what will that do for you? What will that bring you? Is what so many of us seek, so many of us yearn for, that deep inner satisfaction that comes only with being true to ourselves?

Here are a few bits of information; quotes, sayings, and the like, that I have come across and want to share with you. References are added at the back of the book and below.



***The Basics of Pleasure*** ~ Rick Carson

1. Make being centered and feeling good a top priority.
2. Remember that doing so is primarily an inside job.
3. Remember where you end and all else begins — that miraculous sheath known as your skin.
4. Breathe, dammit, breathe.
5. Relax your pact to keep your act intact.
6. Establish the *here* and *now* as home base from which you consciously direct your spotlight or awareness.

It is true what Abe Lincoln said:  
***“People are about as happy as they  
make up their minds to be.”***

~ AA Bookmark ~



***“In every moment you are a devotee.  
In every moment you devote your life  
to something via your awareness.”***

~ *Taming Your Gremlin* - Rick Carson ~



***“My research reveals a fairly common definition  
of intention as a strong purpose or aim,  
accompanied by a determination to produce  
a desired result.”***

~ *The Power of Intention*, Wayne Dyer ~



***“You’re brain works faster than you think.”***

~ John LaValle, Master Trainer- NLP-DHE ~



***“In the universe there is an immeasurable,  
indescribable force which shamans call intent,  
and absolutely everything that exists  
in the entire cosmos is attached  
to intent by a connecting link.”***

~ Carlos Castaneda ~



***“If you really want to do something  
you’ll find a way; if you don’t  
you’ll find an excuse.”***

~ Author unknown ~



***“You have to think anyway,  
so why not think big?”***

~ Donald Trump ~



***“We can scare our-selves or inspire our-selves.  
We are architects of our own attitudes and experiences.  
We design the world by the way we chose to see it.”***

~ Barry Neil Kaufman ~



***“The greatest tragedy is not death, but life without purpose.”***

~ Rick Warren ~



***“What does it matter how much we do  
if what we’re doing isn’t what matters most?”***

~ Stephen R. Covey ~



***“The time that gets wasted is the time you don’t spend in each  
moment, experiencing and appreciating it for what it is.”***

~ Barbara de Angelis ~



***“If you do not get what you want  
it is a sign that you did not seriously want it.”***

~ Rudyard Kipling ~



***“Failure should be our teacher, not our undertaker.  
Failure is delay, not defeat. It is a temporary detour, not a dead  
end. Failure is something we can avoid only by saying nothing  
doing nothing and being nothing”***

~ Dennis Waitley ~



***“A man without ambition is dead.  
A man with ambition but no love is dead. A man with ambition  
and love for his blessings here on earth is ever so alive.”***

~ Pearl Bailey ~



***“He who has a why to live for can bear almost any how.”***

~ Mary Robeling ~



***“If one advances in the direction of his dreams,  
and endeavors to live the life which he has imagined,  
he will meet with success in common hours.”***

~ Henry David Thoreau ~



***“Everyone is born a genius,  
but the process of living de-geniuses them.”***

~ Buckminster Fuller ~



***“You only have so many heartbeats,  
how do you want to spend yours?”***

~ Judith DeLozier ~



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## Appendix A

### **NLP: A Brief Background And Definition**

NLP, or Neuro-Linguistic Programming, is the science of how the brain codes learning and experience. This coding affects all communication and behavior. It affects how you learn and how you experience the world around you. It is a key to reaching goals and achieving more in life. **People from all walks of life use NLP personally and professionally:**

- Businesses can use NLP to foster world-class sales and customer service results, and to implement organizational change effectively.
- Educators can study the verbal and nonverbal language of every child to identify how each one learns best. As classrooms become increasingly diverse, NLP skills are becoming more essential.
- Counselors can help clients become more functional in a shorter time frame. Today's limited insurance coverage for counseling makes it crucial to achieve maximum results in minimum time.
- Medical and dental professionals can mitigate patients' fears and anxieties about procedures. This translates to higher client satisfaction.

**On the personal side, NLP will enable you to:**

- Clarify your dreams for the future and identify barriers that may be holding you back.
- Change the unwanted habits and behaviors that are standing in your way.

- Understand you partner's and children's needs and communication styles more fully.
- Enhance rapport and communication with others.
- Recognize how others are using language to influence.

NLP is an attitude, a way of thinking and living in the world, a field of knowledge that focuses on behavioral modeling It is communication excellence and efficiency in action.

### **NLP was founded upon 3 components:**

**Neuro:** Nervous system through which experience is received and processed through the five senses.

**Linguistic:** Words, language and nonverbal communication systems through which neural responses are coded, ordered and given meaning.

**Programming:** The ability to organize our communication and neurological systems to achieve specific desired goals and results.

There is no single definition of NLP that effectively offers the wealth and breadth that the field reaches. Below are several definitions offered by many experts in the field starting with my own definition.

NLP began in the mid 1970's as a model for communication excellence. NLP started as an idea by Richard Bandler and coordinated with John Grinder into a field for modeling behavioral excellence.

Neuro-Linguistic Programming™ (NLP™) is defined as the study of the structure of subjective experience and what can be

calculated from that, and is predicated upon the belief that all behavior has structure. People such as Virginia Satir, Milton Erickson and Fritz Perls had amazing results with their clients. They were some of the people whose linguistic and behavioral patterns Richard Bandler built formal models of. He then applied these models to his work.

**The International Society of NLP offers the following definitions:**

**NLP is an attitude** characterized by the sense of curiosity, adventure and a desire to learn the skills to be able to find out what kinds of communication influences somebody and the kinds of things worth knowing; to look at life as a rare and unprecedented opportunity to learn.

**NLP is a methodology** based on the overall operational presupposition that all behavior has structure, and that structure can be modeled, learned, taught, and changed (re-programmed). The way to know what is useful and effective are the perceptual skills.

NLP has evolved as an innovative technology enabling the practitioner to organize information and perceptions in ways that allow them to achieve the results that were once inconceivable.

## 6 Pillars of NLP<sup>8</sup>

### **You — your emotional state and level of skill.**

Richard Bandler, the founder of NLP, has said that NLP is an attitude, a methodology which leaves behind a trail of techniques. The level of effectiveness depends on the user. You are the most important part of any NLP intervention or technique. Your success depends upon how resourceful and skillful you are. Congruence with your goals and your own emotional state are paramount in your success.

### **The Presuppositions — the principles of NLP.**

The presuppositions of NLP are its guiding principles. When accepted as “real” and acted upon, they help shape our beliefs and ideas of how to act effectively in the world.

*(The presuppositions are outlined below)*

### **Rapport — the quality of relationship.**

Rapport is the quality of relationship that results in mutual trust and responsiveness. There are many ways to achieve rapport, all involve paying attention to and respecting the other person. Rapport is essential for good communication. Rapport over time establishes trust.

### **Outcome — knowing what you want.**

A basic skill of NLP is being clear about what you want and being able to elicit from others what they want. NLP is based around always having outcomes in every situation, so you are always acting in a purposeful way. An outcome is what you want, a task is what you do to achieve it. Outcome thinking always has 3 basic elements:

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<sup>8</sup> The 6 Pillars of NLP are referred to in O’Conner and Seymore: *Introducing NLP*. I have adapted the content of the pillars here as seemed appropriate.

- Know your present situation
- Know your desired situation
- Plan your strategy

**Feedback — how will you know you are getting what you want?**

Once you know what you want you must pay attention to what you are getting. What are you paying attention to? The information you get from your senses lets you know whether you are on course for your goal.

**Flexibility — if what you are doing is not working, then do something else!**

The more choices you have in a given situation — the greater your chance of success, and the better your results. NLP encourages choice governed by purpose in a relationship of rapport and awareness.

## ————— **Presuppositions of NLP** —————

The fundamental presuppositions of NLP form the basis of operating assumptions from which the attitudes and techniques of NLP are built. They provide both a framework and an operational base for thinking which create the attitude and mindset and facilitate the effectiveness of NLP. Below are the presuppositions. I suggest that you act “as if” these are true, and test for yourself how useful they really are.

**The map is not the territory.**

The word is not the thing. We are always operating out of our models of the world, and our perceptions are our reality. This phrase originated from the work of Alfred Korzybski, master in the field of General Semantics.

## **There is no failure, only feedback**

NLP is interested in outcomes. All results and behaviors are achievements, whether they are desired outcomes for a given task/context or not. At times we all attain outcomes or results that we do not want. This presupposition frames all outcomes as feedback; if it is our desired result, then we know we have achieved our outcome. If the results are other than intended, we use this as feedback to adjust our behavior and learn.

**The ability to change the process by which we experience reality is often more valuable than changing the content of our experience of reality.**

The *how* of our experience is often more useful than the *what*. This includes identifying the structure of experience. Hence, one definition of NLP: The study of the structure of subjective experience.

**The mind and body are the same cybernetic system.**

Our thinking affects and is affected by our body. Neural patterns, chemical-electrical reactions in our bodies affect how we feel and how we think. Subsequently, our thinking affects our body on a cellular level. In essence, our body and mind are one.

**We experience the world through our 5 senses; it is the “how” we structure of reality.**

All the distinctions humans are able to make in and of our environment and our behavior can be represented through the visual, auditory, kinesthetic, olfactory, and gustatory senses.

**Anyone can do anything! If one human being can learn a skill or ability, it is possible for another human being to learn that skill or ability.**

We are all hard wired with the same 5 senses. If one human being learned a skill or ability, another can. This presupposition is the basis for modeling and personal change.

**Each person has within himself/herself all the resources needed to resolve any difficulty.**

People have all the resources they need; NLP facilitates access to these resources through various reprogramming and change techniques.

**All behavior is communication (i.e. an organism cannot not communicate or respond).**

One cannot not communicate; this communication axiom means that even by saying nothing, there is a message sent. Thus, since we are always communicating, as professional communicators, it is our response-ability to be intentional in our communication.

**The meaning of any communication is the response that it elicits.**

It is the response-ability of the communicator to insure the message is received by the intended person or audience. Meaning is subjective; it is up to the communicator to create the experience and meaning that is intended.

**Any behavior/experience is useful in some context.**

All behavior is, or was, adaptive, given the context in which it was learned. All behavior was useful for the person in the context that it was learned. In our world, we sometimes continue to use historical behaviors, whether from our families of origin or other places that are not working in our lives because they are in situations where they are no longer useful. NLP assumes that the behavior was useful at some point, and is likely useful in other areas. NLP avoids judgment of the what is “right/wrong - good/bad.”

**Positive Intent: People always make the best choices they can make from among available options.**

There is a positive intention motivating every behavior, and a context in which every behavior has value. People make choices based on the information they have and what they have learned in their lives. NLP presupposes that people will make the best choice available to them at a given time, given the information they have. NLP also presupposes that there may be other options available that the person is either not aware of or has not yet considered.

**The highest quality information from an other person is behavioral information.**

Observable behavior — from language used, to skin color changes, to breathing, to eye movements — is a transformation of internal neuro-processes and therefore carries information about those processes.

**It is better to have choices than no choices.**

The law of requisite variety posits that the element in the system with the most flexibility will be the controlling element. As soon as there are behaviors that you cannot generate, there are then outcomes and responses you cannot elicit. Thus: more choices = more flexibility. Or, it is better to have choices than not!

**The worth of the individual is held constant, while the behavior can change.**

We are all born into the world with much the same physiology. We learn how to live through our family, community, school and of course through the micro and macro culture that we find ourselves in at a particular time in history. Each person's worth is valued, as is their model of the world. NLP deals with what is useful based on the outcomes desired.

There are many sources and variations of *the* NLP presuppositions. I have listed the fourteen above as a guide. They may not be “truths” per se; however, living and acting as if they are truths, allows and facilitates an infinite number of possibilities and a way of life unmatched by any other. Try them on, see how they feel, and then see what you tell yourself about how good life can really be!

## **Appendix B: Free Coaching**

Your investment in this book entitles you to a complimentary coaching session! Simply call **Truly Human Coaching at 847-749-0759** and request the *Getting Started in Truly Human Coaching Program*. As part of this program, you will receive:

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- A monthly e-zine designed to help you implement personal and communication tools for more effective ways to point your brain and life in the direction you want.
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to sign up for my free e-zine now!

### **I Want to Hear From You!**

I would love to hear your thoughts, comments, ideas and feelings about this book! If you have a raving review about how it helped you to live the life you truly want, or any comments or suggestions about the contents of this book, the ideas discussed, or how to improve the flow and content, please take the time to write them down and send them to:

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***Be well!***

## About the Author

Jim Accetta is a Professional Life Coach and the president of Midwest NLP, which provides keynote speaking, motivational presentations, training in Neuro-linguistic Programming and life coaching. Jim's diverse background consists of over 23 years of experience working effectively with individuals and families, as well as with operations management, training and development in small to medium-size companies.



Jim's education and background ranges from social work, counseling psychology, & anthropology to a Master's Degree in business management and leadership development. He is a certified trainer of Neuro-linguistic Programming, a Certified Hypnotherapist and a Professional Life Coach. Jim's passion is to help people live the kind of lives they truly want.

Jim is the President of Toastmasters Coaches Elite, an active member in the International Coaching Federation, Engaging Speakers Network, Windy City Professional Speakers, National Speakers Association and The Chicago Chapter of the American Society of Training and Development. Jim is a featured writer in *Training Today*, an area quarterly magazine published by the Chicago Chapter of the American Society for Training and Development. He also publishes a monthly newsletter, "NLP Monthly Muse." To sign up for this free newsletter today, go to [www.midwestnlp.com](http://www.midwestnlp.com) or, [www.trulyhumancoaching.com](http://www.trulyhumancoaching.com). In his free time, Jim enjoys martial arts, reading and time with his family.



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background consists of over 23 years of experience working effectively with individuals and families, as well as with operations management, training and development in small to medium-size companies.

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**“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 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 goal; or how to live your dreams...yet” JA**

