How to make a living with NLP

- Sub-Modalities
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Olivier Magnan

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1.   INTRODUCTION

Hi!

Olivier here. I'd like thank you for giving me the opportunity to share with you my experience and distinctions.

That being said, I thought I'd give you a little background as to how this project came to life.

It all started many, many years ago…

Back then I was really young and found myself in a MLM. (Multi-level marketing or Network marketing.)

One Saturday morning, the "guru" of the company explained to us a new and amazing technique called rapport.

It came from a technology called **Neuro-Linguistic Programming**.

It was love at first sight. So I began to study NLP.

Let me tell you, it wasn't long before I was hooked, addicted.

And from that day forward, I became an information junky.

I got that weird passion to always learn more…

To find new ways of doing things people never dreamt possible.

I touched on almost every field possible: NLP, DHE, EFT (Emotional Freedom Techniques), BSFF (Be Set Free Fast), energy medicine, Internet marketing, hypnosis, direct marketing, raw food, alternative health, persuasion, seduction, moneymaking stuff etc.

It felt sooo good to grow and learn and discover all of those things.

But here is the funny part: after the books came the tapes, the videos, the home study courses and then…the infamous workshops and seminars.

I traveled around the world to get trained with the authors who had changed my life.

Learning got expensive!

But above everything else, I realized that this was what I wanted to do for a living: find extraordinary information and skills, and then share them with people.

To be <u>free</u>. Free to travel the world, learn anything I wanted and then change people's life with the untold secrets I would amass along the way.

Wow.

Just thinking about this gives me shivers.

But there was just one problem:

"How would I do that?"

Hmm…

I needed a structure I could use to make a good living, while teaching any kind of information I would feel like sharing.

So I immersed myself in the marketing of information.

It felt like centuries had past before I came out with something that would work.

And this structure that I have built is what I'll share with you.

I'm going to apply it specifically to NLP. But you will be able to use it to sell any kind of information.

I want you to be able to take your passions and make a living while sharing them with the world.

I want you to be prosperous and wealthy.

That being said, I want to give you more. I want to give you access to people who are making a living with NLP, right now, but in different ways.

There are an infinite number of ways of making a living with this technology.

So what I did is I went around and interviewed top NLPers from around the world.

The different ways they have used to build a successful NLP business are astonishing:

NLP applied to seduction, "pure" NLP courses, NLP taught in other languages and countries, an NLP camp for kids etc.

You'll also learn about different roadmaps or models you can follow to build your own NLP business, step-by-step, at your own rate and speed.

Isn't that great?

I wanted to make sure you have everything you needed to succeed.

1.1   What's included…

Here is a little overview of what we're going to explore:

1) I'll give you **six distinctions** or "A-Ah!" that make all the difference in understanding on how to make a living with NLP.

2) We'll go over a list of specific things you can do to make a living with NLP. You'll discover that there are many other possibilities beyond therapy and practitioner courses.

3) We'll move into **Infopreneuring**. This is my masterpiece. This is the exact model I use to get the knowledge out of my head and turn it into a marketable product or service. You'll see that I go into great detail on how to use the Internet to do this.

Every top NLPer I've interviewed said the web has played a major role in their success.

It is my belief that the Internet is a very powerful tool to use when building your NLP business.

4) In the **Frequently Asked Questions (FAQ)** I've answered every question beginners ask when starting their NLP business…but never got answered.

5) **Emotional Freedom Techniques** (EFT). I include them in my book, for a couple of reasons. I'm certain they will help you jump-start your business. EFT works like a charm and has more mass appeal than NLP. It's easier to market, so it's a great way to get your name out there, then funnel customers to your other NLP courses or services.

Also, I truly believe EFT and other energy related fields will play a major role in our industry, in the coming years.

6) How to market your services on the Internet and offline. I go in great length on **how to do marketing**. Once you have the skills, it's time to learn how to get clients.

7) The **interviews**

You're going to like them.

In my book, each one of them is worth thousands of dollars.

After these interviews, you'll find two special sections I've made for you.

The first one is a summary of the action plans and **roadmaps** they've laid out for you. Either how they got started or what they would do if they were to start from scratch all over again and build their NLP business.

The other one is a summary of the best marketing methods they've used to market their own **NLP courses**.

The bottom line is this: you will find what you're looking for.

Let me be more specific:

1) NLP beginners

You will find complete step-by-steps roadmaps you can follow to start from scratch and build your own NLP business, marketing plans, inspiration and insights on making a living with NLP.

Believe me, you're in for a ride! ☺

2) Already established NLPers

If you've been in this business for a while, some of the things I say will be old news to you. I think the sections that will bring you the most value are:

•The different possibilities I suggest. These may give you new ideas on how to take what you already have and use it in new ways.

•The **Infopreneur** chapter, this will give you a systematized way to come up with new products and services.

•<u>EFT</u> (Emotional Freedom Techniques). If you haven't integrated energy work in your workshops, this might be a major breakthrough for you. EFT allows you to be more effective with your clients and is easily marketable.

•Check also the chapters on **Marketing** and **Internet Marketing**. You'll get ideas that will help you market your products and services more effectively.

•Finally, make sure you read the **Interviews**; you'll gain great insights from fellow NLPers.

3) Mind specialists/coaches/healers.

Even thought this book is about NLP, you'll find many things that you can translate to your chosen field of endeavor.

I've made this book as simple and straightforward as I could.

I believe that the simpler it is, the more you will feel compelled to take action. And to me, action is the "secret" to success.

Ok, I think I'm pretty done here.

So let's get started…

1.2   How do I navigate in this ebook?

You can go **the Table of Contents** and click on the chapter you are interested. Clicking on the table will bring you to the desired page. (Click here to access the Table of Contents.)

Another quick way is to use the "find" feature. It's also a great way to find specific word. It's very easy to use. All you have to do is push "control" and the "F" key on your keyboard.

You will see this box:
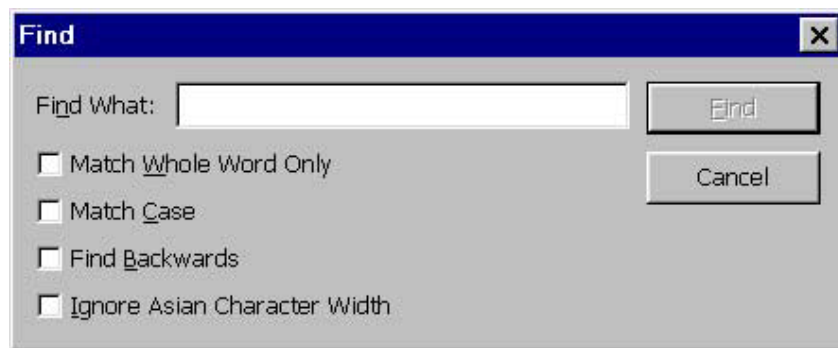
Simply enter the word you're looking for in the document and the Adobe Reader will find it for you!

Sometimes you will see words that are formatted like this: www.google.com. It's a link. If you are connected to the Internet while reading, you can simply click on it and you will go directly to the website.

Also, there are links within the book. They will take you to other places within the ebook.

Oh, and by the way, here is a great tip for you:

I buy on average 5 ebooks a week, which is a lot of pages to print. It can get expensive…I've found that you can buy ink cartridge that you can refill yourself.

I can print a humongous number of pages with a $30 kit.

Ok, now let's move on!

2.   So, what is the secret to making a living with NLP?

Very good question. The best answer I can find has four parts to it:

1) You have to enjoy what you do. It has to fill you with fun and joy.
2) You have to be competent. Deliver results.
3) Know how to market and sell what you offer.
4) Use NLP for the right reasons…

You see, when I tried to use NLP for personal gain, to look cool or any other BS, I always felt bad and looked like an idiot.

But when I use it to really help people, to take people from being stuck to where they want to go…I feel good and get results.

That's the best secret I can give you: use your skills with good intentions.

Use NLP to make things better, to create more freedom and power.

When you do this, you get results, feel good about yourself, create referrals and ultimately build a thriving business that lasts.

That, my friend, is a secret you can take to the bank!

3.   *Six* key distinctions about making a living with NLP

1) NLP is not a profession.

It's not like being a plumber. In the old days I thought that, you know, it was like going through College.

You get your certificate and then you're ready to go. One week of training and then I was an expert in NLP, ready to start my own institute and give practitioners training…

Not likely.

See, I don't think NLP was designed to be a job. I think of it as a meta-field. That is: a field about other fields. There are no limits to what you can do.

And this is a good thing. It means there are infinite possibilities to make a living, while delivering real value and having the time of your life.

2) NLP is a lot more than therapy.

It's true that part of NLP was derived from therapy. But I don't think doing therapy is the best way to make a living with NLP.

First, I find it boring. I don't like the idea of dealing with problems all day long. Saying that you do therapy tends to attract people who are moving away from pain. Plus, I don't feel comfortable saying I'm a therapist. I'm not.

If you want to market yourself as doing change work, I would invite you to name what you do coaching. When you do coaching you deal with people who want more. They want more in life, not just to move away from their depression.

Not only does it make your work that much more exciting, but you tend to deal with people who have more money and are willing to pay for results ;)

If you do therapy, your customer is Joe People.

But if you offer coaching, you deal with entrepreneurs, artists, salespeople, athlete etc. I think it is a much more profitable niche.

Doing change work can be fun and rewarding. And you will find experts I've interviewed and marketing strategies you can use to do this, if you want. I just wanted to share with you the idea that there is more to NLP than therapy.

Also, if you are a psychologist or have some sort of credentials, then this does not really apply to you. It's just that a lot of people think they can call themselves therapists just because they have a practitioner certificate…more may be needed.

3) "Same ol' things…"

It seems that the same old information is being taught, re-taught and then taught again in the same way.

This is why I am so excited about this book. You'll discover all the different ways you can make a living with NLP. The people I've interviewed have done magic with NLP. It's no surprise that they are so successful; they have taken this amazing technology and applied it with their own unique twists.

I suggest you do the same. Create something new! Find what energizes you, mix it with NLP and build something unique!

4) NLP is not perfect.

I use to take NLP waaaay too seriously.

Make sure you're not taking NLP for a religion.

It's a wonderful model. There are a lot of other valuable fields out there. Make sure you keep things in perspective and avoid thinking only in terms of NLP.

5) Too many generalizations.

The trick to money is to take the general principles of NLP and apply them to solve problems/wants/needs people have.

From general, to specific.

Apply NLP to solve a problem of a well defined, hungry, target market.

6) NLP is a very competitive market.

Unless you're doing local training in your area, you'll be up against some fierce competition!

Hey, if you want to teach NLP, go for it! May I give you one suggestion? Teach in way that is unique to you. Put your personality into your training, share with your students how specifically NLP made a difference in your life.

If you teach NLP based on who you are, you will differentiate yourself from all the other institutes. Not only that, but you will have more fun teaching and it will be an easier, more natural process for you.

4.   And the possibilities are…

(What specifically you can do)

Now I'll show you the best opportunities I've found for making a living with NLP. I did my best to give you exhaustive game plan you can follow, specific examples and models, new ways of looking at them and finally some cool tips you can use to explode your business and differentiate yourself.

So here we go:

1) Teaching NLP itself.

That is what everybody wants to do at first!

If you want to do practitioners and other NLP training, I suggest you read the interviews.

So, if you want to start your own institute and teach NLP itself, read the interviews I'll mention later on, and the ones with Rachel Hott and Steven Leeds, from the **NLP Center of New York**, Gabriel Guerrero from **Neuroing** and Elizabeth Payea-Butler from **NLP Possibilities with DHE**.

These are all people making a good living teaching NLP.

If you intend to teach NLP here are a few suggestions:

♦**Try a new medium**. Like teleconferences. That's the latest trend. In a teleconference, people from all around the world call at a certain time and then they can all hear you "live". They also have the opportunity to interact with you without having to leave the comfort of their home. It's very popular because they don't have to pay for airfare, hotel etc.

Teleconferences can be done for only one time or you can make a series of calls over a predetermined amount of time.

For example:

A two hour long call for $60.

Or

A series of 4 calls of 2 hours each, over a 1-month period.

If you are going to use this medium, it might be a good idea to tape your conversation. That way you can use it as another product or a premium. If you want to tape the call, make sure everybody knows it! At the beginning of the call, make it clear that it will be recorded and that anybody who has problem with that can hang up right away and be refunded, no questions asked.

So it's a good idea to make it clear in all your advertisements that the call will be recorded.

You choose whether or not the participants can interact. Normally the speaker will talk and, at the end of the call, he will free the lines to let participants ask their questions.

You can find a bridge line by going to www.google.com and look under "teleconference" or by going to www.teleclass.com

At teleclass.com you will find a lot of free classes on different subject. Go check out a few, they will give you an idea on how it works.

♦**You could also use the Internet.** I personally would use ebooks. An ebook is what you are reading right now. They are simply a book made available in a digital format, instead of print. The advantages are numerous: it allows customers to get the information instantly, it works while you sleep, you have almost no cost of production and shipping and finally you make almost a 100% pure profit.

I have a friend who got his book published. I think it sells for $25. He makes about $2.25 per book. Keep in mind that $2.25 per book is an excellent deal for an author.

If he'd listened to me, he would have created an ebook version for only $12. The price being lower, chances are more people would buy it. Even at that price, he would make 4 times more money per book.

Did you know you could digitize your videos and audiotapes and sell them through the Internet? Just like with ebooks, customers use their computers to watch and listen to you.

I would also concentrate on teaching the attitude and the ideas behind NLP instead of only the theory and the techniques.

Why?

Because I think it's more useful and a lot more fun.

◆I would invite you to consider adding new **fields/ methodologies /approaches** to what you teach. For example, Rachel Hott and Steven Leeds from the NLP Center of New York incorporated Core Transformation and TFT in their training. In fact, a lot of people begin by taking their Core Transformation course and then attend their other NLP training.

You could choose to incorporate EFT, martial arts, The Silva Method etc. Simply adding something you find useful, can be a way to differentiate yourself and your business.

◆**Start slowly** and then build on that. Read the interviews. I was so amazed to see how the "big guys " started. As you read what they wrote, you will build new references about what is possible.

◆**Try three days training** instead of weeks long or more. They are cheaper to attend and less demanding for the trainer.

I've heard of trainers who make their training start early in the morning and last until midnight and even later.

It's a very powerful selling point. This appeals to me. It's like attending a six days training, in half the time. I don't have to miss six days of work and I really get my money's worth. Plus I save on travel, hotel etc.

2) Coaching

If you want to do change work, I would suggest you do coaching, instead of therapy. If you want to learn to apply NLP to coaching, read the interview I did with Joseph Riggio from Applied Behavioral Technologies.

3) Sales

♦ You can use NLP to become very persuasive yourself and sell products which you believe in.

♦ Of course, you can make sales training.

♦ Call centers. These things are popping everywhere! There are some basic skills these people really need that you can provide as an NLPer. For example:

How to create rapport over the phone.

How to use voice and language to control the caller's state.

The other thing I see, is your ability to remove phobias of rejection and cold calling.

♦ MLM. (Multi level marketing or Network Marketing) Instead of joining a MLM, supply one with your infoproducts. I want you to really think about this:

You have a target market, which is easy to reach, is in constant pain and is willing to pay for results.

MLMers really want to succeed, but a lot of time the "self-improvement" material they are sold is really bad. A few NLP skills and concepts will make all the difference in the world for them.

Have you ever been in Network Marketing?

Here an "insider" secret: when the leader in a Network recommends a product or service, all of his downline (the people below him) rush to buy it.

So the trick is to spot those leaders and sell to them, the rest is mainly done through the magic of word of mouth.

It would be a good idea to customize the products and services you offer for each company. For example, if you offer a sales training for Amway, then put Amway somewhere in your title. I would be sure to stick around with a few distributors of the company, before I designed my training, so that it's based on their wants and needs. That alone could be a stream of income for the coming years.

♦Niche your trainings! Find what kind of product you like most or what industries you know and then become THE expert in sales for this industry.

4) Public speaking.

The most marketable applications of NLP in this area are:

•The removal of the fear of public speaking.

•Enhancing the skills of speakers and trainers. Just a few hints on language, spatial anchoring and chaining states, would make a major difference in the life of a lot of speakers.

5) Hypnosis.

♦You can teach hypnosis.

♦You can offer sessions of hypnosis. You may prefer this option instead of identifying yourself as a therapist.

[Kevin Hogan](#) owns the **Minnesota Institute of Hypnosis and Hypnotherapy**. If you want to do change work through hypnosis, read the interview I've done with him. You'll get good business advice from somebody who's doing it.

6) Simply apply NLP to what you are already doing, your actual job or career.

What?

Almost everybody I interviewed gave me the same answer: apply it to what you are already doing!

7) Apply NLP to what you like most and/or are the best at.

8) Finding new and untold ways to apply NLP.

The best example I can give you is [Elizabeth Payea-Butler](#)'s NLP Kids Camp.

9) Create your own field!
Now this one I really like. Why call what you do NLP when you can simply create your own field?

I find this option very exciting because you can mix in your own experience.

The best examples I could find are Joseph Riggio (**Applied Behavioral Technologies**) and Michael Hall (**Neuro-Semantics**). These two people created their own fields from scratch and made them known all over the world.

10) Apply NLP to a very specific need/problem/want.

I don't think anybody has turned the "art of seduction" into a marketable infoproduct better than Ross Jeffries. He is the creator of Speed-Seduction.

11) Infopreneuring.

An Infopreneur is simply an entrepreneur who sells information.

In a later chapter I'll share with you a step-by-step plan you can follow to launch your own information business. You will be able to use this structure to sell NLP or whatever it is that interests you.

Here is Infopreneuring in a nutshell:

Step 1: Find what you like to do and what you are **good at**. What are your passions? What are your natural talents?

Step 2: Find who is starving for what you have to offer. We will call it your "**starving crowd**".

Step 3: Find exactly what it is that **they want**, how they want the information and how much they're willing to pay.

Step 4: **Give'em** what they asked for!

So that's it. That was our overview of the different profitable possibilities I've found.

The reason why I mention the interviews is that I wanted you to have real life examples of people actually doing it. But that is not good enough. I want you to be able to take whatever possibility excites you the most and provide you with an actual step-by-step plan you can follow:

♦ You can read the interviews and find what plans the NLPers have shared with us.

♦ You can use the Infopreneur plan I lay out for you in the Infopreneuring chapter.

♦ To make it easy for you, I've made a summary of each NLPer's step-by-step plan on launching your business, so that you can access all of them at one place. You will find all of these in the "Systems" chapter.

Now, let's explore together what I call **Infopreneuring…**

5. How to start your own successful NLP business.

(Infopreneuring)

In this chapter, I will share with you everything I know about marketing information.

More precisely, how to take the knowledge and skills out of your head, and turn them into outrageously successful products: whether it's a book, a tape, a workshop...whatever.

If you want to teach NLP, we'll go for that. If it's a specific application of NLP to a target market, we'll go in that direction.

You want to mix together the attitude and the methodology of DHE (Design Human Engineering), the effectiveness of EFT, the Magick of energy work and a truckload of humor?

Then this is what we shall build.

I'll give you a road map that is general enough to market anything you're passionate about, but specific enough for you to be able to know what steps to take.

My purpose is to give you a plan you can use to make a living doing what you enjoy.

Fair enough?

Good, now let's move on!

First of all, what is an Infopreneur?

It's simply an entrepreneur that sells, distributes and publishes information.

It can be anything from a teleseminar on "timeline repatterning" to a 3 day workshop on "how to develop a killer comedy act".

You can either sell your information or somebody else's.

Here are a few reasons why Infopreneuring is so amazing:

♦Whether you sell NLP itself or you have applied it to any other field, you can use the principles of Infopreneuring to market it.

♦You talk about what you love. Since you are going to sell information, the best idea is to find something that you are passionate about. Of course there has to be a need/want for your information.

♦High markup. Where else can you get a ten times profit markup and more?

♦You can start with a little or no money down and have little risk. If I am going to start a business, I want it to be collapsible. That is, if things do not go the way I want, it can crash and I won't be in trouble, since I won't be in debt, have no high overhead and no employees.

♦It's easy and cheap to produce and test. Creating a seminar or a booklet doesn't cost $10,000. It's safer than starting your own restaurant ;)

♦It's Internet compatible. You have access to a worldwide market.

Let me give you an example:

Let's say you want to learn a new language. So you've applied what you learned in NLP to this field of interest. You've come up with a way that allows you to learn any language, in a fraction of the time it normally takes, compared to the "normal" language schools.

With this system, you can teach anybody to learn a new language easily and effortlessly.

Now, how do you market it?

Well, you can go the normal way: write a book, get published and make two dollars per book.

But now let's see the same project through the eyes of an Infopreneur:

The goal of an Infopreneur is to gather, create and acquire a list of raving fans.

That's it.

I'll say it again because it's so important:

The goal is to get a list of people who trust you, are interested in what you have to offer and will pay for your knowledge.

"The money is in the list, the list, the list, the list…"

Let's take the same example of the "system" you have created to learn any language in a third of the time it normally takes.

What you do is you create an ebook. It's the same thing as a normal book, but it's in a digital format. Just like the book you are reading right now.

It took you a while, but you've made your research and finally finished your ebook.

You wrote the whole book on Microsoft's Word.

What you do then is simply convert your word document in a "PDF" format. That is done through a software from a company called Adobe.

It allows both Mac and PC users to read your ebook. But also it protects you from piracy since they cannot alter the content of the ebook. Surfers then can read your book using a free software called Adobe Reader. (www.adobe.com)
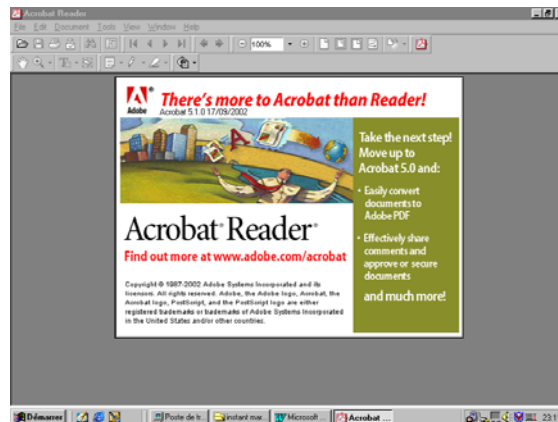
You've built a website that is rich in keywords for your chosen field.

For example your ebook is called "How to easily learn Spanish with NLP". So you've use one of the software I recommend and discovered that the following keywords are the best suited for your website:

-Spanish
-Spanish language
-Learning Spanish
-Instant Spanish
-Spanish schools

You have written a compelling sales letter, and got a credit card processing system.

Here is how it all works together:

Imagine a guy named **Joe.**

Joe wants to learn Spanish.

He goes to **www.yahoo.com** and makes a search for "learning Spanish easily".

Now, because your website is well designed, it shows #3 in the results. After reading the small description of your website, he clicks on the link.

Joe is taken to your website. He reads your sales letter and sees the value of your ebook.

He clicks on the link at the bottom of your website and is transported to your credit card processing page.

For only $11.99 he can get your ebook, which is normally $24.99 in paper and ink.

What a deal!

But why would you, the author, sell it for less than half the price?

Because almost all of the $11.99 is pure profit.

You may have a 5% fee for credit card…but that's it!

See, with the print version you would be lucky to get two dollars per book, but now you are making a whopping ten dollars!

Of course, there are fewer people buying ebooks than normal books. But at ten dollars per book, you can sell five times fewer books and make the same amount of profit with fewer hassles.

Ok, let's go back to Joe.

He is more than glad to pay this price, but there is another reason why he wants to buy from your website instead of the bookstore:

He has instant access to the information he is looking for.

He enters his information in a prewritten form, the program processes his credit card number, automatically deposits $11.99 into your bank account and then Joe can instantly download your ebook.

Depending on the speed of his modem, he could be reading your ebook in less than five minutes.

Now, it could be an ebook, a set of tapes, videos, a teleseminar…any form of information can be digitized and distributed through the Internet.

You can do Infopreneuring both on the Internet and in the "real world" (offline).

Remember that our goal is to **grow a list of raving fans**.

When he downloaded your ebook, you captured his name and email.

So automatically, after a predetermined amount of time, an autoresponder sends him a personalized email.

What is an autoresponder?

It's a little piece of software that automatically sends a prewritten email at a specific time.

In this email, you thank him for his purchase, give him useful information about learning Spanish and invite him to learn more about your other material: a home study course of 8 tapes for $89. If you wanted, you could have made a digital version of this home study course and not have to ship it through the mail.

The trick is to offer your list more comprehensive, more exhaustive and expensive information products.

You intend to keep this customer for life.

Using email you can reach your clients again and again for free and instantly…this is one of the reasons why the Web is so powerful.

Instead of just making one sale and just $10, you sell seminars, consultation or whatever. It's called the back-end, but I'll go more into that later.

One of the greatest things about selling information through the Internet is that it can be almost all automated. Getting traffic, making the sale and delivering the product can be done while you sleep.

Before I go ahead and give you a step-by-step plan you can follow to market what you want, you need to grasp a few distinctions:

5.1   The foundation: key distinctions

To me, the easiest path to success is to sell something that people already want.

Anybody can sell water to a thirsty person in the middle of the desert.

A lot of beginners develop a product they like, and then try to find people who are interested in what they have to offer…

I say: do the opposite, find your starving crowd first and then develop your product.

The whole concept of Infopreneuring starts with a **target market**.

A target market is a group of people that:

♦ Can easily be identified.
♦ Can easily be reached.
♦ Have a problem/need/want, are willing to pay to fix it and have the means to do so. (They have the money to pay for a solution.)

So first we find the target market, find what they want and then develop the product/service.

In the old days, the trick was to sell the same product to as many people as possible.

In selling information, the trick is to sell as much information to the same person, over and over and over again, in different formats.

This is something a lot of people did not understand: people will pay for the same information in different formats and at different prices.

I read a free ebook on the internet, then bought the author's cheap tape set (around $50) then his home study course ($200) and finally the video course for $300+.

If I had been still interested in that subject, I would have gone to his seminars.

I will say this again, because it's by understanding this concept that you will be able to make real money by selling information and really prosper.

You want to avoid selling one product to as many people as possible.

Instead, you want to sell as many products as possible to the same person, over and over again. If I buy your book, I might want your tape set, your videotape set, go to one of your seminar etc.

As you know, it's a lot easier to sell to actual customers than to cold prospects.

Like I told you earlier, to me, whether you are an NLPer, a hypnotist, seminar leader or you've created you're own field, you're an Infopreneur. Someone who is selling information for a living.

What I'm teaching you here works both for NLP or whatever it is that you are passionate about.

The next key concepts are:

The front-end and the back-end

Your front-end is the first product or service a customer acquires from you. The back-end is simply all the other sales you make with the same person.

The back-end is only possible if your clients got their moneys worth. Otherwise, they'll never deal with you again.

Here is the key: it's not really important whether or not you make a lot of profit on the first sale, what you are interested in is the long term relationship you are establishing with your customer.

That is why ebooks are so powerful, you can have them spreading throughout the Internet, at no cost to you and serving as your front-end. Even though you are not making a dime, it allows you to capture people's email addresses and add real value to their lives.

Which brings us to the other piece:

"The Information Pyramid"

Exhaustive, more personalized

Back-end

More expensive

Type of information

Price

Personnal coaching, inner circle.

3 days training

Home study course

Back-end

Tapes

Ebook

Free report

1
Generic

2
Front-end

3
Free or inexpensive
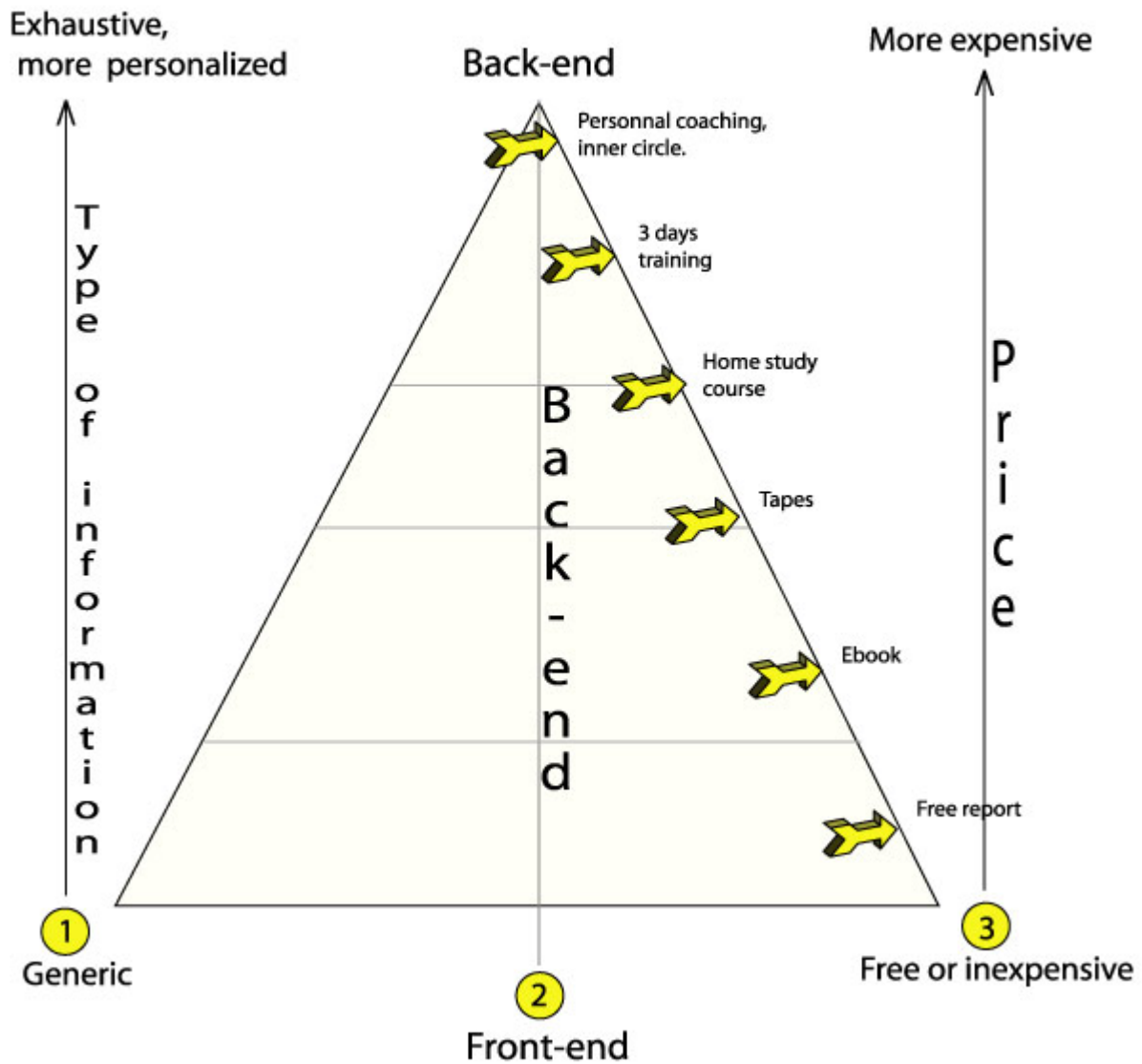
The **Information Pyramid** is simply the list of customers and prospects you have and are acquiring.

At the base of the IP (Information pyramid) the information is general, as people move up your pyramid; they get access to more specific, exhaustive, valuable product and services. (See **#1** – Type of information)

From a book to a one-on-one coaching session via phone.

As they move through the process, they get more and more value from their relationship with you.

The base of the IP is your front-end. (See **#2**)

Low cost, even free products and services.

They have great-perceived value to your target market.

Let's say you are teaching tennis players to be more efficient, you could create a free report about this topic.

Here are a few suggestions of front-end:

Ebooks, ebooklet, free reports, newsletter, ezines, articles, a downloadable audio or video file, free teleseminar, book, free consultation, single "preview " audiotape or videotape…

As they move along, the value of the products and services increase and so do prices.

They are exposed to your back-end. Your more expensive, personalized and valuable line of product and services. (See **#3** – Price)

Home study course, seminars, live trainings, consulting etc.

This is where the money is, in the back-end. This is only possible if you are building a long-term relationship with them.

Which leads us to:

Risk Reversal

You want to funnel as many qualified prospects as possible into your Information Pyramid. (IP)

The easier it is for people to start a relationship with you, the better.

In any sales, there is always a risk involved. The risk is either assumed by you or your customer. The trick is to remove as much risk from the customer as possible and assume it yourself.

What I like to do is to either offer a strong guarantee or to demonstrate the value of what I am offering through a free or a low cost item.

Which is exactly what you do with your front-end.

So, as your prospects move into your IP, you offer more exhaustive, more complete and expensive information products and services.

From just a book, they can buy a small tape set, then the whole home study course, your four day seminars and finally your one-on-one personal coaching program.

There will be more people buying your low cost items, but the real money is in your back-end.

People who are willing to pay for your expertise are motivated human beings with whom you can relate, learn and grow.

Look a few times at the picture of the Information-Pyramid; this will give you a good overview of your business.

<u>Let's sum up what we have learned so far:</u>

•First we find a **target market**, find what they want and then develop our product or service.

•We know that the money **is in the list**. (Your list of actual customers and a list of prospects.)

•Your goal is to get as **many people** as possible into your IP, to grow a list of raving fans, as quickly as possible.

•You are acquiring clients with the intention of **loyalizing them**.

•You realize that the real fun and money is made through your **long-term relationship** with your clients.

•People want the same information in **different formats and price points**.

•The **Information Pyramid** is an overview of your business. It is the process of starting and nurturing long-term relationships with the kind of people you want as clients.

•You don't care if you make a lot of profit on your front-end since you know the **money is all in the back-end**. (Although it is *OK* to make a nice profit on the front-end!)

•The front-end is the first product or service they get from you. The back-end is all the other transactions.

•**Risk reversal** is when you take the risk away from the customer. For example, by using a strong guarantee or by offering a low cost or even free item which overdelivers. Often, the best approach is to educate your prospects. This is where a free report or a tape becomes handy.

Ok? Clear enough?

Good.

5.2   The action steps

Now that you understand the underlying principles of infopreneuring, let's go into a step-by-step plan you can use to start from scratch, and build a thriving business with the highest possible chance of success.

You will be able to use this structure to sell any kind of information. Whether you decide to sell practitioners courses or whatever inspires you.

This action plan will show you how to use the Internet and offline resources to launch yourself into a brighter future.

If during the process you have questions or need any assistance regarding a specific issue, I invite you to [contact me](#).

Action Step #1
"Find what you love!"

In this action step, we'll lay the foundation of your up-coming NLP business.

We want to base the whole thing on something that you like and enjoy.

Why?

Because as opposed to all the BS out there, we both know that it takes time and energy to get something of worth going.

So, we better enjoy the ride ;)

First, consider the following options:

A) A passion.

What do you do that makes you feel soooooo wonderful?

What are you doing when you want to have fun?

Go back and remember the times when you were smiling, feeling free and creative.

What kind of books do you like to read?

Ask your close friends and relatives what they think you enjoy most.

What are your hobbies?

Where do you find yourself investing all your money?

B) A set of skills, an expertise, some specialized knowledge or a natural talent.

We all have something special. All of us know something that most people don't. I know people who draw the funniest things I've seen in the world. Others who have learned more than five languages.

What is it that you know or are able to do that people would be more than willing to pay to get access to?

Look into your personal and professional life, your hobbies.

What jobs did you have in the past that allowed you to grow unique skills or acquire marketable knowledge?

What skills/expertise do you have that people would crawl through mud to gain access to?

What are your natural talents?

C) Something you would like to learn or acquire.

What is it that you always wanted to learn? Places you dreamed of exploring?

What skills or attitude would change your life for the better if you acquired them?

D) A challenge or problem you'd like to solve.

In the past, what challenges did you overcame that could benefit others?

Are there some challenges right now in your life that you'd like to solve and share your solution with others?

You can also find a specific target market and solve a problem they have.

You can either take one of these four possibilities or mix a few together.

Take four pieces of paper, put some wonderful music on in the background and write till they are full. Call them Passion, Knowledge/Expertise, I want to learn and finally Problem/Challenge.

Write until each paper is full or until you find something that really clicks for you.

The purpose of this step is to help you find something that you like, ideally have some knowledge about and is marketable.

Another thing you can do is pick one of the opportunities I've shared with you in the previous chapter.

<h1 style="color:red; text-align:center">Action Step #2</h1>
<h3 style="text-align:center">"Who are you going to sell to?"</h3>

Now that we have found what you love, let's discover if there is a market for it.

We'll define who is your target market and if there is a real want for your ideas.

Do you remember the secret to success?

Right on! Finding a starving crowd that:

♦ Is easily identified.
♦ Can easily be reached.
♦ Has a problem, wants to solve it now and is ready to pay for a solution.

So a target market is a group of people that have something in common. Ideally you want them to interact together.

The more precisely you can identify your target market, the easier it will be for you to develop your product and create a compelling marketing message. (I go in more detail in a later chapter on defining a target market; you can access it by clicking here.)

There are two ways to find out what your market wants: direct and indirect.

<h2 style="color:blue; text-align:center">Direct:</h2>

The offline way is the simplest: find a place where they gather, walk in there, and ask them what they want!

Where specifically?

- Seminars
- Mailing lists
- Training
- Associations
- Friends
- Experts in the field/industry
- Trade shows and conventions
- Courses
- Companies

The other way is **through the Internet.**

What you're going to do is create a survey and ask them what they want.

The cool thing is that you can get a lot of people to take your survey, the results are compiled automatically…and it's free!

I recommend you use the free trial that you can find at www.zoomerang.com.

Using zoomerang.com, you can create a survey which will tell you what your target market wants, so that you can develop your information product.

Here are a few suggestions on how you can use a survey:

1) Ask questions that will tell you what challenges they face and what problems they would like you to solve for them.

The best question I've find is:

"When you are lying in bed at night, trying to sleep, what is it you are thinking about?"

"What is it that prevents you from sleeping?"

It could be that, you know, they can't find a way to get enough customers and it makes them anxious.

Or they want to free themselves from this stress or that specific bad feeling.

Whatever it is that you find, it is a great indication of a <u>need</u> you can fill with your info-product and have a great chance of succeeding.

This question is a marvelous information-gathering tool.

2) Look around and find the best selling products in your niche. If it's already selling, you increase your chances of success.

Based on these best sellers, create 15-20 names of information product.

Ask the surfers to choose which one they would find the most useful.

3) Ask them in what format they would like to have this information. (Book, tapes, coaching session, videos, ebook etc.)

4) Ask how much they would be willing to pay for that solution.

You can give them choices to make it easier for them.
For example:

( )$5-$15

( )$16-$50
( )$51-$100
( )$100-$500
( )$500-$1000
( )$1000+

___

Enough chit-chat, let's take some action:

Go to zoomerang.com and register for their free trial.

Click on "Register Now!"

Click on "sign up now" for the FREE basic membership at the bottom of the page.

subscription period
- Share results with others
- Download results
- Cross-tabulate responses
- Utilize professionally designed templates, or create a survey from scratch
- Import Email Addresses
- Optional Web Greeting Page
Click Here to learn a little more about these features and see examples.

Cost	$599 USD/year. The subscription year begins on the day of account activation. Includes: UNLIMITED surveys, 10,000 total responses across ALL surveys in the subscription period. $200 USD for each additional increment of 5,000 responses. Note: One survey taken = one response.	Free
	Sign Up Now ▶	**Sign Up Now ▶**

- Show me the Quick Tour of the site
- Show me why Zoomerang is essential for my work
- Questions? See Support

Back to Zoomerang

Then simply fill the information and you'll be on your way to have your own, free web-based survey!

When you sign up for the free trial, you will need to use one of their templates. Simply choose any template and you can customize the form in any way you want.

Once you're done, you'll see that your survey is web based.

That means that your survey is on a Web Page, which is located on Zoomerang's computers. Anybody around the world will be able to participate in it.

Since you're using the free trial, your survey will only be available for 10 days…so make sure you know how to get it to your target market before you build it.

Now, how do you drive traffic to your survey?

•You can send it to your email list if you have one.

•You can find a webmaster that has access to a list of people in your target market and ask him to send them a message. Of course, offering him a reward ($) might motivate him some more.

•Make a request on a discussion board. Just make sure you have the moderator's approval.

•You can use pay per click search engines like overture.com and findwhat.com to drive qualified traffic to your survey.

I go in more details about how to use PPC search engines in my chapter on Internet Marketing, if you want to go there, click here.

•Do you know what popups are?

They are those annoying windows that keep appearing when you are surfing.

But the thing is that they work.

So you could still use them.

If you know a website that has qualified traffic, you could put a popup on this website.

On this popup you would create an html page that would entice people to click on it and then transfer them to your survey on zoomerang.com

If you're not web savvy, simply ask your webmaster to read the above; he should be able to help you.

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In summary, the direct method is composed of two possibilities:

♦ Find a place where your target market is gathering and ask them what they want.

♦ Create a web-based survey and ask them what they want.

Ok, now let's explore the indirect method:

Indirect:

There are many options available to you:

1) Use Google:

Pick a pen and paper and follow me, we're going to do some hands-on research…

Make sure you're connected to the Internet and insert the following address in your browser: www.google.com.

Click on "Groups" as shown below:

You will be taken to the following page:
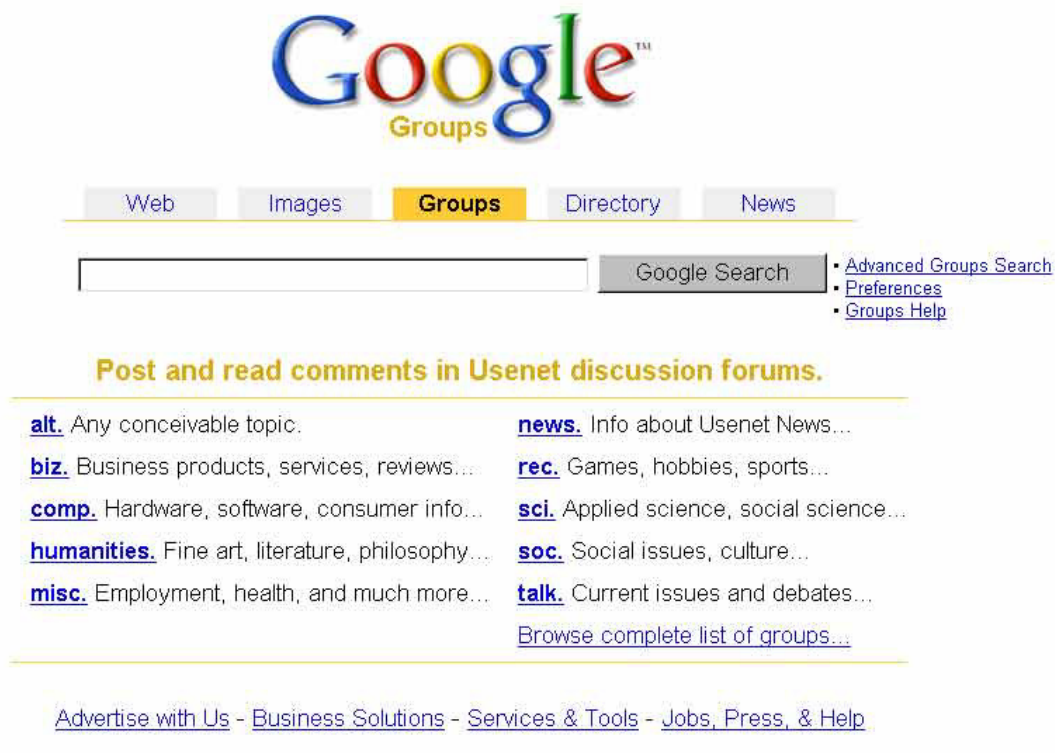
In the research box we will enter a key word related to what it is that you're looking for.

Let's say that you'd like to use your NLP skills to help people lose weight while feeling good.

So we could put "obese" in the box.

Google would come up with the following results:
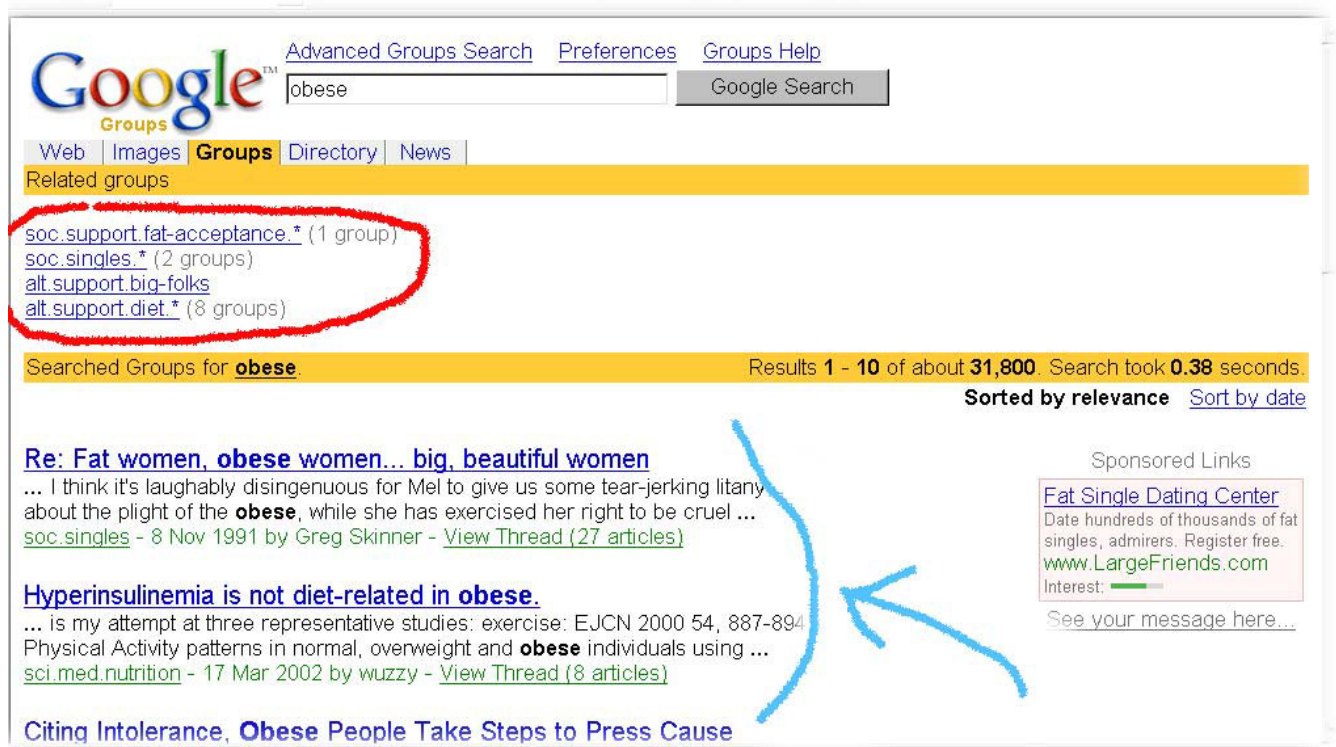
You'll notice that I have circled in red 4 lines of text in the upper left corner.

The "Soc.support.fat-acceptance", "soc.singles" etc. are Usenet groups.

These are virtual meeting places where people of a target market meet to exchange information about a specific topic. There are thousands of these groups listed in Google.

As you look at the picture, you will also notice that I have made a blue arrow.

"Re: Fat women, obese women…big, beautiful women" and the like are results that Google found in the different groups based on our inquiry.

Below each title in blue you will see the Usenet group where this thread is located. For example, the thread "Hyperinsulinemia is not diet-related in obese." is located in the group "sci.med.nutrition."

What are we looking for?

We are looking for one or more groups where our target market is present.

Looking at the different related groups (in red) suggested by Google, I choose to explore:

soc.support.fat-acceptance.*
alt.support.big-folks
alt.support.diet.*

So I am going to click on "alt.support.diet" and see if I can find more information on how I can be useful to my desired clients.

As you look at the different threads, you will find some that are exactly what you are looking for, while the majority will not be relevant.

We're looking for questions, problems etc.

I am going to explore the "Motivation" thread (7th from the top).

I will be taken to the following page:
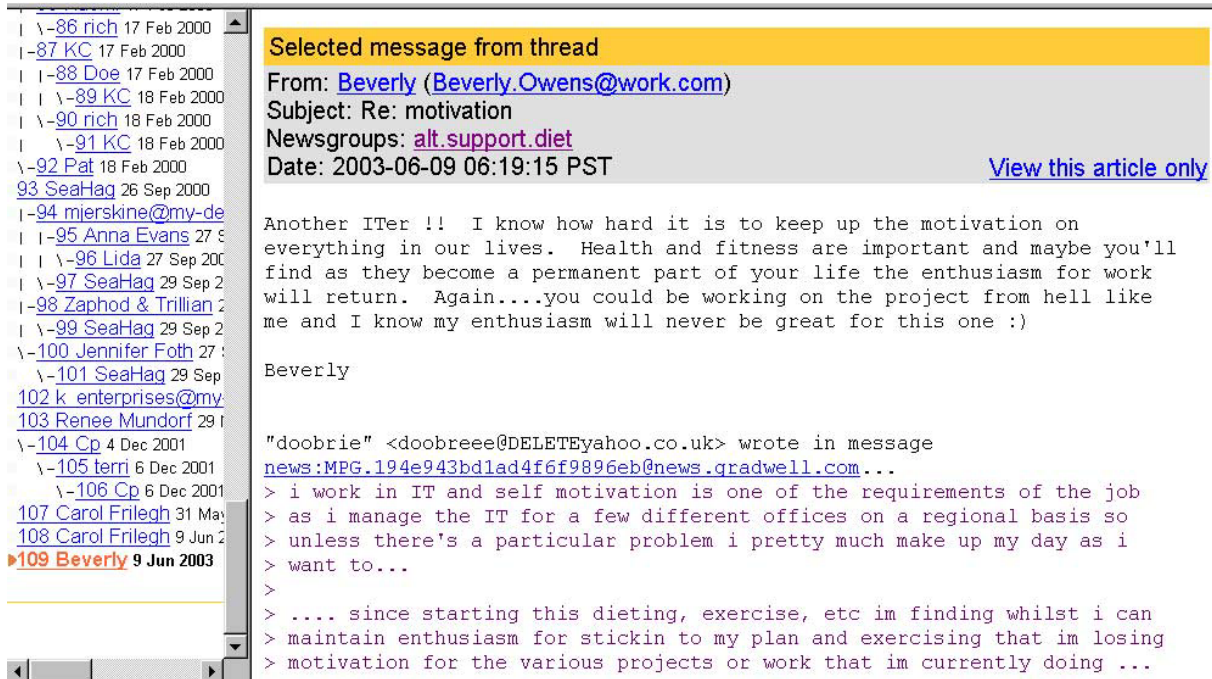
What have we got here?

On the right side of the picture is the post made by a surfer, on the left side we see the different comments made by the different participants about that thread.

This is where the fun begins.

We have the opportunity to eavesdrop on their conversations and find what is on their minds, what kind of information and help they are looking for.

What you do is explore the different topics and groups and make note of the questions, wants and needs of your target market.

Brilliant, don't you think?

It's like having your own, free focus group.

You can also jump in, introduce yourself and simply ask them what they are looking for!

They'll tell you.

Ask them what are their 5 biggest challenges.

So, it's very simple, we find groups where our target market is, look at the different thread, take note on their wants and needs and then use this as the basis of our NLP ebook, seminar, tapes or whatever.

Now let's explore another way to discover what they want by looking at what is already selling:

2) Using Amazon:

Go to amazon.com then click on "books" and make a search for your chosen niche. (NLP, public speaking, skydiving…)

You will discover that you can sort the results by "Best-selling".

That will give you an idea of what your target market wants. (Neat stuff! ☺)

It's like having instant marketing research on what your prospects want…you discover what they are already buying.

3) Get your hands on a newsletter, magazine, ezine (electronic magazine sent through email) or any publication that reaches your target market and see what products and services are being offered.

If you see the same ad again and again, you can assume that the advertiser is doing well. If the guy is paying to put the ad each month for 1 year, chances are it is profitable for him. This kind of information your target market is buying.

When you find a successful ad, I would suggest you model their marketing style and message. Just like with NLP, a key to success in marketing is to imitate/emulate the best marketing messages and techniques.

4) Find the best, biggest players in your field.

Find the 5 biggest, most competent and successful people in your field:

Public speaking
Seduction
Self-improvement
Tennis
Memory enhancement
Persuasion
Speed-Reading
Etc.

We are going to play the infamous "Customer Game".

Once you've identified your 5 competitors, become one of their customers and get every piece of marketing and information you can get your hands on.

Buy their stuff, record their infomercials (!).

The first thing I would do is go to their website. Print their sales letter and notice how it's constructed. What guarantee do they offer? Do they use bonuses?

One of the most important things you can do is subscribe to their ezine. (Ezines are electronic newsletters delivered via email.)

We are going to look for specific pieces of information:

⇒Who is their target market?

⇒Which media/techniques to they use to reach them?

⇒What hot buttons or criteria are they using?

⇒What values do they put forward?

$\Rightarrow$How do they pace their market?

This is one of the most important pieces of information you can elicit. What is the mood, the frame of mind of this target market? Are they moving away from pain or towards pleasure?

Buy your competitors' products and find what's good, what could be improved and what should be there that is not.

Read all you can about the successful products and people in your niche.

Let your unconscious bathe in all this information.

Then, what you do is take a stack of paper and write down:

$\Rightarrow$The good stuff in their marketing and product that make sense to you.

$\Rightarrow$The bad stuff that you can use to either: build a better product/service or to differentiate yourself in your marketing.

In sum, if you're using the indirect method:

♦ Use the different groups at Google.com to find what your target market is looking for. (Questions, pains, and frustrations they feel toward a specific issue, etc)

♦ Go to Amazon or any other big bookstore and find the best selling products in your field.

♦ Look at successful advertising. We assume that these products/and services represent, in part, what your target market wants.

♦ Find your 5 biggest competitors and explore their marketing and products. Take what is good and build on it. Use what is less useful as a way to differentiate yourself.

The purpose of this action step is to allow you to find your target market before you develop your product/service.

Better know if there's a need/want first!

Action Step #3
"Let's create your product!"

Now it's time to create your own product.

Here you have 3 choices:

1) Based on the products/services you studied in Action Step #2, you develop your own. The stuff that made sense to you in their products, you put in yours and elaborate in the areas that seem to be lacking. Remember that people in your niche are already buying these products, so you increase your chances of success by keeping close to what has been proven to be a winner.

2) Knowing what your niche wants, you can simply use NLP to come up with a solution for the problem. There are two things you can do:

a) Find a model.

Sounds familiar? It can be somebody you know, an expert or even you. You can find the information you're looking for by searching on the Internet, reading books, buying home study courses, watching videos, attending seminars etc. Use your skills to find a working strategy.

Once you have something, test it. Find out if you can produce the desired results and most important, if you can teach other people to achieve the same thing.

b) Create your own solution out of thin air.

The two techniques I would use are deep trance identification and borrowed genius from Win Wenger. (You can click here to learn more about Win Wenger's techniques.) If you have enough training in Design Human Engineering this would be an amazing opportunity to apply your skills and create some kick-ass machine.

I haven't explored DHE enough yet, but I'm pretty sure it's another interesting way to come up with your own solution. What I'd do is create a list of criteria and then begin to play around until I found something that works.

Hint: make sure the model or strategy you are building makes you feel good. In fact, it should allow you to calibrate, so that it gets more and more efficient and makes you feel better and better. I think these are good criteria to use.

3) Create your own field instead of just a product/seminar. Now this is something I haven't done, but find very interesting. If you know who your target market is, what they want and how to reach them, why not create your own nominalization/label and build your own field?

See, if you put together all the things you learned in your life that have worked for you, I am certain you can come up with something both fulfilling and exciting.

Almost all of the really successful infopreneurs have created their own nominalization/ field based on their passion and experiences.

For example:

♦ NLP
♦ DHE
♦ Guerilla Marketing
♦ Silva method
♦ Psycho-cybernetics
♦ Etc.

I would suggest you (re) read the interviews with Joseph Riggio and Michael Hall where they talk about their experience, in building world-renowned fields.

Summary of this Action Step:

Time to create your product/service. Based on what you discovered in Action Step #2, you can:

-Inspire yourself with what is already selling and the products of your five biggest competitors to create your own Super information product/service.

-Use your NLP skills to create a solution to your target market's problem/want/need.

-Based on your passions, your own unique life experiences and skills, create a field/nominalization designed to help your target market enhance his/her life.

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Action Step #4
"Test your idea."

Now, let's see if people really want your material.

See, it's a good idea to avoid spending two years creating a book nobody wants.

We want to do the opposite: test your product and if people want it, then spend a year perfecting it.

It may take a few tries to find something that will be a real success.

"How do I test?"

♦Give free speeches. By having people "live" in your workshop, you will be able to find what they think and what is of interest to them. Creating this free speech will not take you one year or cost you a lot of money.

♦Write articles and submit them to media that reach your target like magazines, local newspapers, ezines, newsgroups etc. Tell your readers how they can reach you.

In a later chapter, I will show you how to easily write articles, you can click here to access it right now.

A very simple way to write an article is to turn what you are writing about into a question.

If you're writing about the fast phobia cure you could say:

"How can I remove my phobia in less than 15 minutes?"
Or "What is the fast phobia cure?"

I find it easy to write when I am answering a question. Another thing you can do is make an internal representation of your target market and "talk" to him/her as you write your article.

♦Make a trial or test version of your product.

»A 7-day training becomes a 1-hour introduction course.
»A book becomes a booklet, report, e-booklet, e-report or even free report.
»A home study course becomes a two audiotape set.

Here's what I want you to grasp: since we are trying to find if people will actually buy your info-product, we want to make a "trial" version. We want to take as little time as possible to develop the product. Then, if we see that it sells, we'll enhance it to an overdelivering, quality product or service.

Next, what you do is create a small ad and put it in a medium that reaches your target market. If you want more information about creating ads, click here. (It will take you to the chapter on marketing.)

For finding an online media try these resources:

1.For discussion boards: Yahoo's Groups (http://groups.yahoo.com) and www.topica.com

2.Usenet groups: www.dejanews.com

3.Ezines: www.ezinelocater.com, www.ezinesearch.com and www.ezine-universe.com.

4.Go to Google.com, type in your keyword, find a website related to your niche and see if they have an ezine or a forum.

5.Simply write +your keyword and +forum at www.altavista.com. Altavista will show you webpages with forums related to your niche.

Offline media include:

»Trade magazines
»Newspapers
»Local Newspapers
»Association meetings
»Direct mail (through a list broker)

You can also find somebody who has a list. You can find one on the Internet and offer him all the profits…you don't care about making money, you just want to see if the product will sell.

Special notice: if you are 100% certain that your idea will succeed, then go ahead! I'm just suggesting you test your idea to give you the highest chances of success. Better be sure your product sells before investing a lot of time and energy.

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Summary of this Action Step:

You have made a "trial" version of your product.

You have tested the market.

Now you know if it's selling or not.

We have a feedback loop:

If you determined that there is a want for your product/service, make a final, better version of your product and pump up the marketing campaign.

If it's a flop, then simply work on your marketing, find a better medium or start all over again with a new idea.

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Action Step #5
"Develop your back-end"

From the front-end to the back-end…

The product you just created is your front-end.

Earlier, we learned that the money is in the back-end. Your back-end is all the other products and services they will buy from you.

You want to capture your target market's information so that you can contact them again and again.

<p style="text-align:center; color:blue;">"Your job is to build a list of raving fans."</p>

It can be a mailing list and/or simply an email list.

The neat thing about emails is that you can contact them instantly and for free.

The next step is to ask them what they want and how they want it, then simply give it to them. I invite you to do another online survey like we did in Action Step #2.

Knowing what they want, we will develop more products that are more exhaustive, more expensive and deliver more value.

Remember the Information-Pyramid?

"The Information Pyramid"
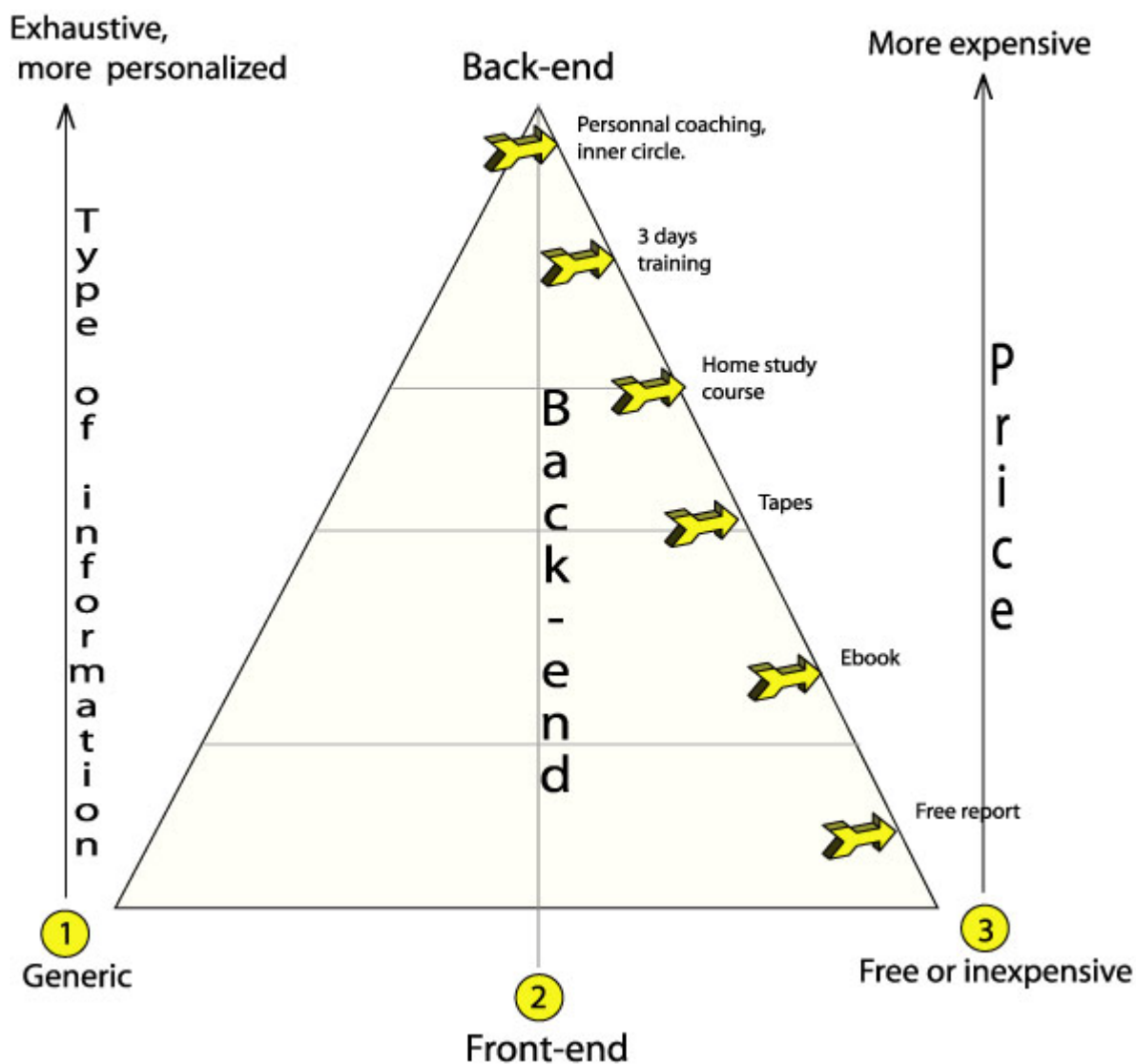
Now that our front-end is created, we will <u>develop our back-end products.</u>

In step #5, our goal is to grow a successful back-end.

It can be your products or somebody else's.

When selling somebody else's product, I would suggest you:

-Use it. Make sure it really delivers value.

-Make sure it is something your list needs/wants.

It's not worth selling them some crappy book just to make a buck or two. The real fun and wealth are in the long run. Keep your customers happy and they'll stay with you.

Now, there are two main ways to sell somebody else's product:

1) Simply do a **joint venture**. This is where you write a little contract and write what each person will do and get out of the deal. Remember that you can ask for a higher percentage of the profits, since you have access to the list and they will have your customers for life. In other words, you become their front-end. They get access to a list of qualified prospects, your customers. So, if possible, I suggest you ask for at least 50% of the profits.

2) My favorite option: **affiliate programs**.

What is an affiliate program?

It's a tool you use to sell your products on the Internet. It's a marvelous invention, because you pay only for results.

Basically, you give a commission to other webmasters who send you a client. The nice thing is that it's all done automatically, via computer.

Let me illustrate this with an example:

Imagine that you have a website about public speaking. You use NLP to remove the fear of public speaking.

You read a book from an author that you liked called: "How to remove the fear of public speaking in 5 easy steps."

You'd like to sell that book.

How do you do that?

You go to www.amazon.com and signup as a reseller. (Associate program, reseller program and affiliate program are all the same thing.)

Amazon will provide you with:

♦A unique URL.

A URL is simply a web address. For example www.google.com or www.hotmail.com/user.html

A URL of an affiliate program will normally look like this:
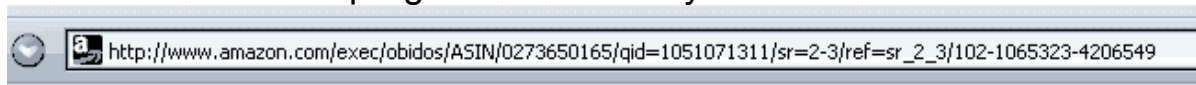
When you send a surfer to that URL, he will be directed to www.amazon.com. If he decides to buy the book there, you will be credited for the sell. After a certain amount of time, Amazon will send you a check.

Depending of the item and the company, you could make 5%, 50% or even more per sale.

♦Banners you can use. Normally, when you join an affiliate program, the company will provide you with marketing tools such as: banners, text links etc.

Your URL is built into the banner. So you will be credited for sales generated through this banner.

Let's say you put a banner on your website, which recommends this book.

A surfer clicks on the banner, buys the book and Amazon sends you a check. You don't have to ship the book, Amazon will do it for you.

With affiliate programs, everybody wins:

•Amazon acquired a new customer. They only had to pay you when you brought them sale.
•You made money while recommending a good product to your surfers.
•Your visitor is happy because you helped him buy something that adds value to his life.

Joining an affiliate program is a quick way to add products to your back-end.

You can quickly find affiliate programs by going to: http://www.refer-it.com/

Or you can make a search on a search engine with your keyword and "affiliate program".

If you are selling a product, having your own affiliate program is one of the most powerful marketing strategies you can have.

It's like having thousands of salespeople and paying them only when they bring you money. Plus you don't have the hassle of having employees…it's powerful stuff.

If you want to sell your product via an affiliate program there are 3 options I can suggest:

♦First shopping cart

♦Commission Junction

♦Assoctrack

Summary of Action Step #5

•Now that our front-end is created, we will build our back-end using our list.

•First, you ask your customers what they would like to learn and then give them what they asked for!

•You can create our own products or sell somebody else's.

•You can make a joint venture or join an affiliate program.

Following these footsteps you will be able to start from scratch and build something that will bring you multiple streams of income for years!

6.　　Frequently Asked Questions

Here are some major questions I've asked myself and found others did too, when starting our own NLP businesses. By the way, if you're an experienced NLPer and would like to share your insights on these issues, drop me a line. I'll be happy to incorporate them here!

If you're just starting in the field of NLP, this is a chapter you will want to read.☺

1) How should I label what I do?

Don't call it NLP! Just name your product/seminar/service in terms of what it delivers to your target market.

Find a way to describe what you do, in a way that would make people gather in a party and say: "Wow! Tell me more!

Here is how I would do it:

Simply describe your ideal prospects:

Here:

Then ask yourself: "What is it that I do for them that really adds value to their lives?" Or "What is it that they really want?"

Write it here:

And there:

Instead of using a nominalization to label what you do, you describe it in a way that will compel the target to ask more about what you're doing. It helps to put a benefit in the description.

So, based on that understanding and what you wrote before, write the description you will choose to use from now on:

What I do is:

Another thing is that you may want to create different ways of naming what you do for the different target markets you have.

I would also test it. I would find a place where I can reach my target market (a discussion board for example) then create 12 names of products or descriptions and ask them to choose the one they like the most. I would use a web-based survey…then all I would have to do is use the one with the most votes to increase my chances of success.

2) How do I do marketing?

Well, that is a big question. I would say: "take massive action and learn!" Here are some action steps you can take:

♦ Use what is in the marketing, Internet marketing and Infopreneur parts of this book.

♦ Read the interviews and look at resources they recommend and the marketing strategies they used. Check the marketing for NLP summary.

♦ For all online marketing stuff, read the Online Marketing chapter or read Dr. Ken Evoy's Make Your Site Sell! 2002.

3) How do I determine the price of my service/product?

Test different prices and see which one sells the most.

Look at the prices your competitors offer. If you are beginning, start low and as you become better and better, increase your prices.

Do you know Jeff Paul? He is on television selling his "How to make $4,000 a day sitting at your kitchen table in your underwear".

I was listening to him and he was talking about one of his friends selling some kind of information product. It was a few binders and a bunch of tapes. And so he tried different prices. The funny thing is that at $299 he was not able to sell them, but at $599 he sold most of them.

The lowest price is not always where you will sell the most.

My best advice is to experiment. Remember that you determine the price of your product/service in terms of the value it brings to the customer, not the cost of production.

I have bought ebooks for $97! I don't care about the medium through which the information is delivered, what I want is information that produces the results I'm after.

Let's say you're going to test different prices for your new ebook. Don't start at $127 and then go all the way down to $17. People will get angry and ask for a refund. Go the other way around: start low and go up.

And one last thing: sometimes the best price is the one you want. If you feel your training is worth $10,000 dollars…well, test it and see if people are willing to pay.

4) How do I reach the average Jack?

You don't. What you do is you find a specific niche/target market. Or another way to put it, you specialize yourself.

See, when everybody is your customer, nobody is your customer.

The trick is to find a specific application of NLP that is marketable/useful to a target market that has these 3 characteristics:

♦ Can easily be identified.
♦ Can easily be reached through a vehicle/medium.
♦ Has a problem/want/need, wants to solve it and has the money to pay for it.

5) How do I go beyond my own limiting beliefs (system)?

♦ Look at what other people do with pleasure and confidence that you don't. (Find references that challenge those beliefs.)

♦ Follow your kinesthetic. I have found that there is a lot of wisdom in my own feelings. I tend to detect limiting beliefs based on a certain kinesthetic cue. For me, it's a bad feeling…feels like being stuck. You can elicit the difference in submodalities for you, between a limiting belief you had in the past and a useful, powerful belief and see what happens.

♦ Once you have found a limiting belief/state/feeling, you can use EFT (emotional freedom technique) to get beyond it.

6) How do I stop worrying about what people think of me?

Once I asked Ross Jeffries (Speed Seduction) how he managed to go on television and do all he did, in spite of the incredible amount of resistance and animosity the provocative nature of his marketing was creating. For those who don't know, Ross teaches how to use NLP and hypnosis to seduce women.

I love his answer:

He said: "It works."

I'd say: be competent. If you are certain that you know your stuff and it delivers the results you claim, you won't care about being challenged.

7) I'm trying to market NLP courses, but no one knows what it is…what should I do?

Find a medium that reaches people who already know what it is and are eager to learn more. Then attract then into your info-pyramid with a lead generator. (Read the chapter on infopreneuring for more information by clicking here.)

Basically what you are doing is offering them some free information in exchange of their email or mail address. The key here is to build a list. Then you can follow up with them by sending more information and offers.

Another thing you can do, is do like the big NLPers I have interviewed. They build their business one client at a time. Through one session at a time, one free seminar at a time. I would recommend you read the interviews and pay close attention to their answers as to how they started and what they would do, if they were to start all over again.

Once you have read them, consult the two summaries I've made for you.

8) Should I do therapy?

If you really want to do some change work, here is what I would do:

I would do coaching instead.

Why?

First it's not illegal. In some places it's illegal to call yourself a therapist if you don't have the proper license.

Second, it's better paid, because you would target salespeople, athletes and business people. These are the kind of people who want more, are fun to deal with and have the willingness to pay good money for results.

I find therapy to be a little too depressing and negative for my taste.

In coaching the focus is towards the future and getting more and more out of life. I find it more fun☺

Also…coaching is a big trend now. Read the interview I did with Joseph Riggio, you'll learn a lot about how NLPers can do coaching. (Click here to read it.)

9) Is it possible to make a lot of money with NLP?

Yes, and assuming you deliver real value; you'll be able to live from these streams of income for years. For example, I alone gave around $6000 to one NLP trainer and will surely give him more in the coming years.

10) Aren't there too many people doing NLP?

Yes and no. In fact, it doesn't matter at all, because, one way or another you'll have to differentiate yourself. Whether it's by being more creative, finding new ways of using NLP in real life situations, telling your personal history, putting your personality in your work, learning about marketing etc.

11) Olivier, any last tricks or distinctions?

Here are a few "gems" that helped me a lot in developing my different projects:

→**Doing baby steps and celebrating each little victory**.

It's very simple; if you have a big project, divide it into tiny little bits. You will avoid the feeling of being overwhelmed and feel compelled to take action.

Let's say you want to write a book.

Well, begin by just turning on your computer. Then write just one sentence…you'll find yourself writing a whole page. Time yourself and only write for 5 minutes. Then take a break.

The trick is to start taking action. Once you get started, it's easy to continue.

The other part of this is to celebrate each little step.

You wrote a whole paragraph? Congratulations! Drink your favorite beverage, listen to a wonderful piece of music...reward yourself. Don't wait until you have written 300 pages to pat yourself on the back…you may never get there.

By celebrating each step, you attach a good feeling to getting things done. It programs you to take action.

This allows you to build good and supporting references. Better start small and add small victories. After a while, this "pack" of references will provide you with power and confidence.

$\rightarrow$**Take massive**, diversified action.

I think one of the biggest "secrets" to success is to take massive, diversified action.

"Am I actually doing something or just thinking about it?"

Another way to put it is: **"Forget about perfection…just get something going!"**

If you are creating a product of some sort, make a trial version of it. Test to see if people really want it and then spend a year perfecting it. Not the other way around.

Just do something and then tweak it as much as you want. If you ever get a chance to get your hands on Jeff Paul's seminar on selling information, make sure you watch his video.

This will change the way you perceive the information business forever. This guy made zillions of dollars selling his book and tapes. You should see the "outstanding" quality of his products. Remember that the important thing is the quality of the information, not the look of the vehicle delivering it. Just have something going.

→**Get with like-minded people**.

Some people call it Masterminding. It gives you new perspectives on your project and maybe an extra boost of motivation. Use the Internet to network with people in your industry.

Another great place is seminars. You'll find active and interesting people working in your chosen field.

If you want to learn more about finding like-minded people on the Internet just click here.

→**And finally, make good decisions!**

Each day I calibrate the difference between a good decision and a bad one. You can simply get your hands on a list of submodalities and check the differences.

Put your attention on the kinesthetic. The more you say OUT LOUD the differences between the two, good and bad, the easier it will be.

You can also get with a friend and ask him to put you in a trance, so that your unconscious gets to choose the good and the bad decision.

Now that we've explored together the different FAQ, let me show you some simple techniques that you can use to help you build your own NLP business…

# 7.	The Amazing Techniques that change people like crazy!
(How to get results, clients and create more freedom)

Are you familiar with EFT?

Emotional Freedom Techniques?

For those of you who don't know yet, here is a quick description found on the official website (www.emofree.com):

"Based on impressive new discoveries involving the body's subtle energies, EFT has been clinically effective (properly applied, over 80% achieve either noticeable improvement or complete cessation of the problem) for Trauma, Abuse, Stress, Anxiety, Fears, Phobias, Depression, Grief, Addictive Cravings, Children's Issues and hundreds of physical symptoms including headaches, body pains and breathing difficulties. It is the missing piece to the healing puzzle.

...Often works where nothing else will.
...Usually rapid, long lasting and gentle.
...No drugs or equipment involved.
...Easily learned by anyone.
...Can be self applied."

When your energy systems are balanced, you feel good and healthy. Psychological and physical problems arise when there is an imbalance in your body's energy systems.

I think Emotional Freedom Techniques (EFT) and other energy related fields are going to play a major role in human evolution and improvement in the coming years.

When using EFT you use acupuncture points, but without the needles. The nice thing is that you can apply it to yourself…thereby becoming your own therapist or healer.

I have used EFT for a while now and I can honestly say it changed my life.

The nicest thing is that you can learn EFT for free! Gary Craig is the creator of Emotional Freedom Techniques.

I talked with him and he agreed to let me include his manual with my book. The file you downloaded from my website included Gary's EFT manual.

For those of you who want to learn more about EFT, there is a complete home study course available on his website.

I highly recommend you join his mailing list to keep up with the latest EFT developments.

If you go to www.emofree.com you'll discover that Gary has written many excellent articles on how to market yourself as an EFT practitioner. I invite you to read them; you'll get great value from them.

If you intend to sell NLP courses, I think it's a good decision to include EFT in your arsenal.

Why?

♦ **It works.**

♦ **You can do demos** with the participants, it's very visual and sometimes you get instant results. Perfect if you do public speaking.

I would use it as an introduction seminar to my other related courses.

You can use it to funnel people to your other NLP training courses. EFT has more mass appeal than NLP.

♦**It' so versatile** you can market it to many niches. (Public speaking, golf…)

♦**It's reassuring**. You just have to follow the formula. When you start, it's a good tool to use in seminars and change work.

As you use EFT you may find the following useful:

♦If you're working on a belief or past memory, sometimes you fix it once and it stays like that. If you're working on a generalized negative state, doing EFT each day for a while may be needed. It is as if you are conditioning your energy systems to stay balanced.

♦Sometimes I find it useful to simply use the word "state" or "feeling". I do that instead of naming the problem. (Stress, fear of water etc.) For example I would say: "Even though I have this feeling, I completely and honestly accept myself." When taping, I simply focus on the kinesthetic. After a few rounds it goes away. I find this to be more useful than naming a feeling or event.

♦Take massive action! In some cases, you might want to do EFT 15 times a day for a while on a particular subject. The nice thing is, there are no side effects! The more you do it, the more it tends to deliver results.

Now, I can't tell you how much energy work fascinates me. I think we will see more and more of energy psychology and therapy in the coming years.

If this subject is of interest to you, I suggest you read Donna Eden's excellent book: Energy Medicine. It's simple, straight to the point and filled with information you can use right away.

For more on EFT please go to www.emofree.com or get your hands on Gary Craig's courses.

I'd like to share with you other amazing techniques from a man called Win Wenger. I am going to tell you my version of his work, if you want the authentic version, go check his website: www.winwenger.com. You will find a lot of free information there about his work: Project Renaissance.

The first technique is called *Image Streaming*.

♦ You can use it to solve any problem.

♦ It's an incredible piece of information to include in your seminars.

♦ Anybody can use it in just a few minutes.

♦ It unlocks information hidden into your unconscious.

Do you remember in the chapter about Infopreneuring that I told you about Win Wenger? If you don't want to find somebody to model, use this technique to create your own model or solution to a specific problem.

Here is how I use it:

    1-Get your hands on a voice recorder.

    2-Start the recorder.

    3-Ask a question to which you want an answer. For example:

    How can I get things done while feeling wonderful and relaxed?
    What is the purpose of my life?
    How can I make more money, while working less and having more fun?

4-Describe out loud what you perceive in your mind's eye. The more you describe the better. Use your 5 senses.

5-Tape yourself for 5-15 minutes.

6-Re-listen to yourself and transcribe the information. (The big chunks) You'll see a message or something that your unconscious is telling you. It's like using your own unconscious language. You'll hear yourself telling you things that make sense to you, symbols you'll understand.

The more you do it, the easier it gets.

Simple, right?

———

Now, the other technique is called **Borrowed Genius**.

You can use it with people who actually exist or whom you invented.

Let's say you want to be funnier in your speeches.

Begin by finding someone you'd like to model, who has the skills you want to acquire. You could also imagine yourself in the future, having already mastered the skills you desire.

1-Start the tape recorder.

2-See the person in your mind's eye doing the behavior you want to model. This is a dissociated picture.

In this example, you would see somebody talking and the crowd roaring with laughter.

3-Describe out loud, using your 5 senses, what you perceive.

4-Dive into the person and see through her own eyes. (Associated picture)

5-Describe her perception and the kinesthetic. Making sure you describe what feels different from normal. What are the differences between the ways you teach and that person does?

The brain learns by noticing the differences between things. In my experience, the state is the key in doing anything. So make sure you focus on the differences between that person's state of consciousness and yours, while doing the behavior you want to acquire.

6-Do that for a few minutes, then re-listen to yourself and note what you found interesting. The more you do it, the more information you'll gather.

If you don't want to tape yourself and then transcribe it, invite a friend over to your place. Give him/her a pen and paper and ask your friend to write down what you're going to say. Tell them to write only the big chunks of information. That way they can keep up with what you're saying.

There are no limits to this technique. You can even imagine what it would be like to be an NLP trainer in 3007.

Use it to gather information about experts' states of consciousness when they are performing at their best. When doing this, focus on describing the Kinesthetic, the direction of their feelings, and the energy.

I used Win Wenger's techniques to find information about Jay Abraham's state of consciousness when he writes sales letter and the structure of Dan Kennedy's business.

A friend of mine used Borrowed Genius on Richard Bandler. He wanted to become more skilled at teaching. He told me another person did the same

thing. The funny thing is that they both got the same distinction: when he is teaching, Dr. Bandler's energy is always moving, it's not stuck at one place in his body.

Is that true? We would have to ask Dr. Bandler. ☺

Use these techniques to enhance your life. Incorporate them in your courses. They can easily be marketed and can serve as an introduction to your other courses and material.

I strongly suggest you learn more about Win Wenger's work at www.winwenger.com

In summary:

- ➔ EFT is a great tool to add to your training as it is easily marketable and produces results. It's a great first step to acquire clients and then funnel them to your other courses.
- ➔ Use Win Wenger's techniques to acquire skills more easily and come up with your own designs, models and solutions.

Now let's explore together how we are going to market our knowledge and expertise.

8. My model of marketing

There are basically 3 parts to it:

The target, the media/vehicle and the message.

That is: find the right group of people for what you offer, craft a compelling, irresistible message and send it to them via the right vehicle.
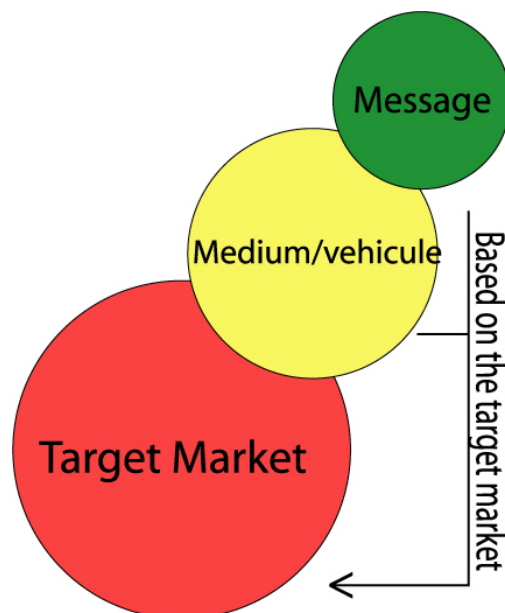
So the process begins with the first element:

8.1.1 Your target market

Target Market

Finding a starving crowd that:

-Is easily identified
-Can Easily be reached
-Has a problem we can identify and
is willing to pay for a solution.

Who are you selling to?

We talked in the chapter on Infopreneuring about the three characteristics of the ideal starving crowd:

♦ Easily reached
♦ Easily identified
♦ Has a need/want we can identify and is willing to pay for a solution…now!

Your target is simply the **ideal prospect** for your type of business.

The most important part of a successful marketing system (other than having a quality product) is finding a <u>starving</u> crowd.

People who REALLY need/want your product.

As you may have guessed the more precise you can be, the easier it will be to attract this kind of person.

Now, let me give you some specific action steps you can follow to help you determine your target market.

1) Define your ideal customer.

That is pretty easy, I want you to get a tape recorder and simply let your imagination run away with you…just begin to describe your ideal customer.

If you don't want to tape yourself, simply write it down.

The purpose of this exercise is for you to begin the process of defining more and more, who your ideal customer is. It is the basis of all your marketing.

Of course, the more you do it, the more precise and easy it becomes. But you have to start somewhere, so start now.

When you're done, use the following criteria to help you be even more precise:

◆ Geography (city, state/province, country)
◆ Profession
◆ Hobby
◆ Media (Internet surfers, readers of a newspaper, subscribers of a magazine etc.)
◆ Age
◆ Language
◆ Income
◆ Association
◆ Common interest
◆ Religion
◆ Affinity

2) Match your ideal customer with an actual target market.

Now that you have a more precise image of your ideal customer, somebody who REALLY wants/needs what you have to offer, we need to match it with a market that actually exists.

Here is what I want you to do: get with a couple of friends and brainstorm a little bit.

Describe to your friends your ideal buyer and get them to help you find the market that fits best.

Is it doctors?

Attendees of Yoga classes?

Phobics?

Maybe teachers?

You increase your chances of success by targeting a well-defined market, which has been proven to buy your kind of products and services.

3) Find what they want.

Once you've established your target market, you need to find what they want…as we have seen, there are two simple ways to do this:

A) The direct method:

Go where they hang out and ask them what they want/need.

B) The indirect method:

Look at your successful competitors and find what your target market is buying.

Summary:

This is truly simple, you find people who want your product, and ask them what they want.

The more precise, the better.

We've found our ideal customer, now let's get a way to reach them…

8.1.2   The media

Medium/vehicule

Reaches your Target Market and give you the best return on investment.

The media you choose has to:

1) Reach your target market.

2) Give you the best return on your investment.

After testing different media, you will be able to determine which one costs you the least, to reach a maximum number of qualified prospects.

You can use **online** and **offline** methods.

Let's start with the **online** methods:

There are three main methods:

Discussion boards, Usenet groups and ezines lists.

♦For discussion boards you can go to http://groups.yahoo.com. You will find all the Yahoo Groups.

Did you know there are many Groups related to NLP? You can join Yahoo Groups for free and begin to exchange with other NLPers from all over the world.

Another option is www.topica.com.

You can also use Search Engines to find forums related to your theme/niche.

Example: Let's say you offer public speaking training. Simply go to www.altavista.com and type: +public +speaking +forum.

The "+" sign tells Altavista to only show you webpages that include these words.

Looking at the results provided by AltaVista, you will find forums where people related to your niche gather.

♦For Usenet groups (a form of discussion boards) simply go to www.dejanews.com

You can also access Usenet via your email program. That is the way I personally prefer to use it, because it's quicker than using the website.

There is an NLP group on Usenet called alt.psychology.nlp.

♦For ezines (electronic magazines sent through emails) you can check these sources:

- www.ezinesearch.com

-www.ezine-universe.com

-www.ezinelocator.com

You remember the trick I gave you to find a forum using Altavista.com?

You can do the same thing to find an ezine.

Go to Altavista.com and make a search for "your keyword" and "ezine".

For example, let's say you are selling something related to public speaking.

Well, you could go to altavista.com and type: +public +speaking +ezine.
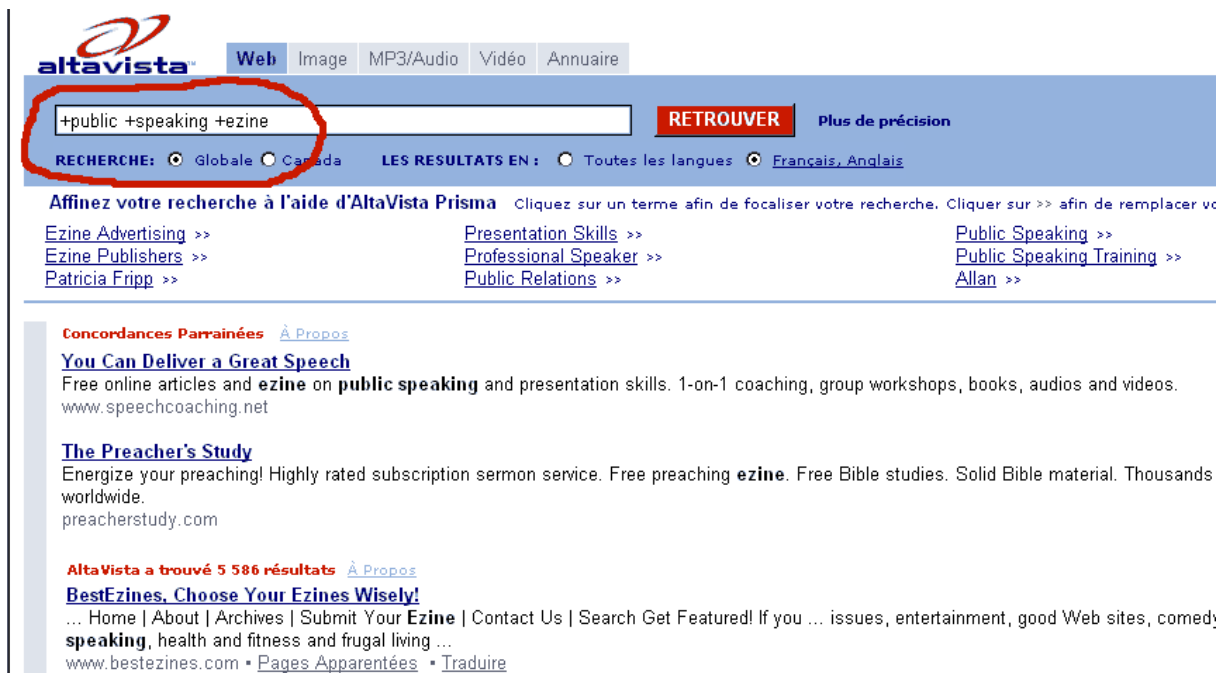
That will give you a list of websites that contain all of these words.

Here is a cool feature:

When you find a website that is related to your niche and want to quickly find if they have an ezine, push and hold the "Control" button on your keyboard and push the "F" key.

The "Find on this page" Window will appear:

Simply enter the word you are looking for and click on "Find". It will automatically find where "ezine" is written on the page, if it is mentioned

Now let's look at a few **offline methods/media.**

♦ Go to the library and find newspapers, trade journals and magazines related to your niche.
♦ Seminars, training and workshops.
♦ Direct mail (through a list broker)
♦ Associations
♦ Trade shows and conventions
♦ Trade magazines
♦ Newspapers
♦ Local Newspapers
♦ Radio
♦ Television

One of my favorite techniques to find offline media is www.mediafinder.com

Simply enter your keywords and they will give you related media (magazines, newspaper, catalog etc.)

When I say keywords, I mean what you're looking for.

For example it could be "Hypnosis", "depression", "humor", etc.

Then you can take the title of the media you found and make a search on the web, to find their website.

Action Step:

Use the different resources I've just mentioned to find different media that reached your target market.

Summary:

Take action and find media that reach your target market. As you begin to test different ads, determine which vehicle gives you the best return on your investment.

My personal favorites are newspapers, magazines, direct mail and telemarketing. The rest is mainly, normally done through online methods.

8.1.3   The marketing message

So we've found our target market, found ways to reach it, now we're going to craft our message.

You have already found what your market wants and needs, now is time to craft your marketing message. The basis of your message is the frame of mind of your target market. Their desires and pains.

Step #1

If you're not familiar with the media you chose, it might be a little difficult to create your marketing message. It is a lot different to write a small classified for an ezine than to record a 30 second radio ad.

The best strategies I can give you are to copy or emulate your competitors or successful businesses.

You don't know how to write a small ad for Google's Ad words? Write "NLP" in the search box, look at your right and emulate the first or second ad you see there.

It's simple, find what works and model it.

Step #2

Write down what your target market wants.

Write their buying criteria and hot buttons.

Step #3

Simply state, in your own words, that you are offering exactly what they want.

Step #4: guarantee it

To gain credibility and make your offer *really* irresistible, give a strong and precise guarantee.

The longer your guarantee, the better. You want to make sure the prospects are *certain* to get the results they're after.

In any transaction, there is always a risk involved. The trick is to take the risk away from your customer. The more risk you assume, the easier it becomes for your prospect to begin a relationship with you.

If the nature of what you are doing allows it, I would suggest offering a 1-year guarantee. If they are not satisfied for any reason, they can just send back the product and you will refund them.

Start by offering it to a small number of prospects and see if you get a lot of refunds or not.

Why offer such a guarantee? Won't people just copy your material and send it back?

Some people might do it. But I'm more interested in the vast majority of people who are sitting on the fence trying to decide whether they should trust me or not.

And as I have said, simply test it. That way if your refund rate is too high you can make the appropriate changes.

Step #5: make it irresistible

You do this by adding value. What can you add to the package that will make the perceived value of your package go through the roof?

One of the easiest ways to do this is by adding bonuses and premiums.

What I like to do is create small information products like tapes or reports.

Want to know an easy way to create instant bonuses?

-Simply take a part of the product you are offering and turn it into a premium.

-Take a chapter of your book and turn it into a report or a tape.

-Take one part of your training and turn it into videotape.

Another way is to offer a free consultation with you. Maybe a 30 minute call or free support via email for 3 months.

Whatever you offer, make sure it has a high-perceived value in your prospects' eyes.

Step #6: add credibility

By combining the right message, a strong guarantee and creating an incredibly high-perceived value, you are well on your way to crafting your own irresistible offer.

The only missing piece is: are they going to believe you?

I am about to give you 8 credibility boosters. Find which ones you like best and mix them with your marketing message.

1) Get results.

2) Photos.

I have heard of an NLPer who takes before and after photos of his clients. He uses the fast phobia cure to remove phobias. He takes a picture of the person being scared by a snake and an after picture where the person has the animal on her shoulders smiling and playing with it…

Then he sends these pictures to different newspapers and media and gets free publicity!

3) Testimonials.

There is nothing like having a truckload of testimonials to prove your case. If you can find someone of high stature in your field, to endorse your product, it creates instant credibility.

What's the secret to having testimonials?

Ask for them!

4) Endorsements.

That is when somebody recommends your product to his/her list of customers.

5) Offer a bigger, more generous, gutsy guarantee.

When you take away the risk from your customer with a powerful guarantee, you position yourself as somebody who really delivers.

The longer the guarantee, the better.

It's even more powerful if you are the only one in your niche that guarantees results.

Another thing is to make it as precise as possible.

For example: "we remove your phobia in two sessions or your money back".

6) Write a book/ebook.

Your ebook has to deliver real, "Wow!" value, because anybody can write an ebook and offer it on the Internet.

Getting a book published is one of the best ways to position yourself as a credible, competent professional in your niche.

What is an expert?

a) Somebody with skills.
b) A knowledgeable person.
c) Somebody who can deliver real, tangible results.
d) Anybody who got a book published.

Your answer?

"D"

You're right.

Experts get interviews, go on talk shows, write articles and get free publicity. When you are perceived as an expert, it creates a natural vacuum where people begin to seek you out, instead of the opposite. At that point offer and demand begin to play in your favor: more people want your expertise and you can charge a lot more.

Of course, a real expert should be somebody who can produce results and possesses skills and knowledge. But in reality, a lot of the so-called "experts" are simply authors of books.

So if you want to go down that road, I would suggest you do both: deliver real results, master the knowledge required in your field and get a book published.

7) Write articles in your niche's newspapers and other media.

8) Publish your own ezine and/or write for other people's ezines in your niche.

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You now have defined your target market, found different media to reach it and finally crafted your own irresistible marketing message.

The next step is to:

8.1.4   Test!

Start with a small ad in your chosen media and see if it sells. If you like your results, then you can increase the size and the frequency.

If it doesn't work, then make changes and try again.

Of course, even if it works, you should still test to make it even more effective.

8.1.5   Build your in-house list

What have we done so far?

♦ Found our target market and its wants and needs.

♦ Sent a compelling marketing message via a medium that reaches it.

♦ Determined if it succeeded or not and made the appropriate changes.

Ok, let's move to the next piece.

To me, the purpose of a business is to acquire loyal customers.

And the most precious assets you have are your lists of customers and qualified prospects.

Why?

Because they are the best way to market your product. It's the "ultimate" media.

Your lists are composed of people who know you and trust you.

From your clients and prospects you want:

1) Names
2) Addresses
3) Phone numbers
4) Fax numbers
5) The most important: email addresses

Let's say you have a list of 1000 names. You come up with a new training course. All you have to do is send them an email about this new course. On average you can count on closing 1%.

A 3 day training course at $999 is $9,990.

How much did it cost you?

Nothing.

Sending email is free and instantaneous.

I truly believe that the most important thing you can do is to build your own list, as quickly as possible.

There are two main ways to do it: either you build it yourself, one name at the time, or you use someone else's list.

Possibility #1 doing it yourself

A) Use two-step ads.

That is very easy. What you do is put a small ad in a medium that reaches your target market. In this ad, you advertise a high-perceived value freebie of some sort. It could be a free report, free consultation, free teleseminar, free conference etc.

You then use a mechanism to capture the lead's contact information. For example, you can make them call a free recorded message, then on the message you give them more information about the freebie and tell them to leave the names, address and phone number.

Another option is to use the Internet. For a complete step-by-step guide to do this please [click here](#).

B) Create a free information product.

Create a CD or booklet and give it away for free. Whenever you give it away, get the prospect's information.

C) Publish a newsletter or ezine.

If you publish a newsletter, use a low entry price point. We want a maximum number of people to become readers. The other option is to start your own electronic magazine or ezine. It's great because you have no cost of production and delivery. Therefore you can offer it for free.

Possibility #2 use somebody else's list

In my opinion, this is the easiest and quickest way to go.

Some people call it doing a joint venture. I call it let's grow that list now!

Here's how to do it:

A) Find somebody who has a list composed of your target market.
B) Make him an offer he can't refuse. Offer him something like a 50-75% commission for each sale he brings in.
C) Make sure you capture the information of every customer that buys from you.

Now why would you want to give him 75%?

To motivate him to let you have access to his list. Think about it: this business has invested years in building the trust of its customers…they are not going to let it go for free.

But here is what you know he might not know you know…

You don't really care if you make a lot of money on the first sale…all you want is to acquire customers.

The money is in your back-end, in selling your more expensive line of products and services. Your wealth is in your repeat business.

Basically, you are acquiring customers at no cost.

You win because you got a new customers, your partner wins because he made a nice chunk of cash and the customer wins because he found a solution to his problem.

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Action Step:

Pick one or more of the different ways we've talked about and start building your own list today.

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8.2   How to troubleshoot your marketing

Whenever your sales are not working the way you want, check one of these four variables:

-Quality of the product.
Is it outstanding or just average?

-Target market.
Is your target well defined?
Do they want what you offer?
Can they afford it?
Are they willing to pay?

-The message.

Is it customized for your market?
Are you using their language?
Are you really trying to help them or just to suck as much cash as possible from them?

-The vehicle/media.

Are the methods you are using reaching your target market?

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Ok, friend we've covered a lot of material, in <u>summary</u>:

1) Find your target market and ask them what they want. The more specific you are, the better.

2) Based on their frames of mind, craft a compelling, unique marketing message that will compel them to take action. Another way to put it is give'em what they asked for, not what you think they need.

3) Deliver that message via a medium that reaches them.

4) Use the media that give you the best return on your investment.

5) Consistently test the different parts of your marketing system.

6) The most important asset of your business is your list. Always grow your list. The most effective way is to build a list of emails. You can send as many mailings as you want…it's free.

7) There are two main ways to do it: either you build it yourself, one name at the time, or you use someone else's list.

9.   How do I use the Web to get clients?

(Internet marketing)

First of all, what is the purpose of a web site?

In my opinion, the purpose of a web site is to capture the surfers' email addresses, so that we can follow up with them.

There are basically three parts to a successful Internet marketing system:

The appropriate product, a well designed web site and a constant stream of qualified traffic.

These three parts are based on your target market. It is your target market that determines your product, the design of your web site and the strategies you will use to get traffic.

We've already talked about how to determine your target market. Click here to refresh your mind.

If you want to use online resources to find qualified prospects, check the following information taken from a previous chapter:

Discussion boards, Usenet groups and ezines lists.

♦ For discussion boards you can go to http://groups.yahoo.com. You will find there the Yahoo Groups.

Did you know there are many Groups related to NLP? You can join Yahoo's Groups for free and begin to exchange with other NLPers from all over the world.

Another option is www.topica.com.

You can also use Search Engines to find forums related to your theme/niche.

Example: Let's say you offer public speaking training. Simply go to www.altavista.com and type: +public +speaking +forum.

The "+" sign tells Altavista to only show you web pages that include these words.

Looking at the results provided by Altavista, you will find forums where people, related to your niche, gather.

♦For Usenet groups (a form of discussion boards) simply go to www.dejanews.com

You can also access Usenet via your email program. That is the way I personally prefer to use it, because it's quicker than using the web site.

There is an NLP group on Usenet called alt.psychology.nlp.

♦For ezines (electronic magazines sent through email) you can check these sources:

- www.ezinesearch.com

-www.ezine-universe.com

-www.ezinelocator.com

You remember the trick I gave you to find a forum, using Altavista.com?

You can do the same thing to find an ezine.

Go to Altavista.com and make a search for "your keyword" and "ezine".

For example, let's say you are selling something related to public speaking.

Well, you could go to altavista.com and type: +public +speaking +ezine.

9.1   What kind of products/services can I sell on the web?

Almost anything can be sold on the Internet.

Anything?

Almost ☺

Ok, then how would a local restaurant owner use the Internet to make money? Isn't the Internet only for businesses with global markets?

Not necessarily.

Here is what Mr. Pizza-Pizza could do:

When customers came to his establishment, he would simply ask for their email addresses. He would slowly build a database of all of his actual customers. In the future, when sales might be a little slower, he would send them a special offer through the email.

The cost of sending this publicity would be zero. He could use a coupon that would give his customers a reduction on the price of their meal.

Now, what are the best products somebody could sell on the Internet?

Relating to NLP, I think that the best products are <u>information products, training/workshops</u> and <u>consulting services</u>.

If you want to learn more about selling your services on the Internet, I would invite you to read the Service Sellers Masters Course from Dr. Evoy, which is included with this package.

9.2   The web site

What should be included on a web page and what are the characteristics of an effective web site?

♦What's in it for me?

Remember: the basis of your system is the surfer, your target market.

Avoid talking about (mostly) yourself and simply focus your web copy in answering what's in it for the surfer.

Don't be boring. Put your personality into your Web pages, talk about things that you are passionate about, but above everything else: make your web site exciting and interesting.

♦**Keep it simple**. Make sure it is fast and easy to load. Use a pale background and some dark fonts. No black background and a bright funky-green font.

♦**A form.** Remember that the purpose your web site is to capture the surfers' email addresses. So you need to have a form on your web site that will capture the surfer's information. If you want learn more about that, [click here](#) to read about online lead generators.

♦**Articles**. If you want to give valuable information to your surfers, use articles, they are easy to write and show your expertise.

"Great. And Olivier…one thing…how exactly can I easily write compelling articles?"

Good question!

Here is a wonderful strategy you can use:

Step #1. Write about something that you love and that energizes you.

Step #2. Use one of these structures to write articles easily:

♦**Turn your information into a question.**

Let's say you would like to write about removing the fear of public speaking.

Transform it into: "How can I remove my fear of public speaking?"

Then, for the rest of the article all you have to do is answer the question.

I find it easier to write when all I have to do is answer questions. It helps me to keep my mind focused.

♦**Tell stories**

They can be stories about people who solved a specific problem.

♦ **"Seven tips to X" or "The seven secrets to Y".**

That's very easy, all you do is fill in the blanks and give them the "tips" or "secrets".

For example: "Seven tips to sub-modalities mastery".

♦**Make a list of tools that would be useful to your readers.**

Ex. a list of all the ezines related to selling. The top 3 best books for a beginner in NLP.

♦**Make a step-by-step action guide that someone can follow to solve his/her problem.**

♦**Turn a part of your information product (seminar, book, newsletter, tape etc.) into an article.**

Step #3. At the end of your article, you could put a link for people who would like to learn more about the subject. This link would lead them to a special page on your web site where you would capture their email addresses.

Make sure you include a resource box at the end of your article, so that the readers can reach you.

What should you include?

Your irresistible offer
Who you are.
Your URL (web site address)
A freebie that would compel them to check your web site and allow you capture their email addresses.

If you're going to submit this article to ezines, I would suggest you target small ezines.

Why?

With smaller ezines (or any publication), you have a greater chance of getting published.

Of course, you also want to submit your articles to the biggest media in your niche or theme.

One simple way to increase your chances of getting your article published is to ask them what they would like you to write about!

Sometimes they know months in advance, what they are going to need, so it gives you an opportunity to blend that with what you are doing.

Now, back to what needs to be on a web site:

♦**Add interactivity** to your web site. For example you could create a Yahoo Group.

Yahoo Groups are very useful because:

+You can test different offers and products.

+They are FREE.

+You can see what questions your target market is asking.

+They help you easily discover what your target market wants and needs.

+You can reach your prospects for free.

Remember that it can be quite time-consuming. You can learn more about Yahoo Groups here: http://groups.yahoo.com/

You can also put a forum on your web site. You can easily do it by using the cPanel X on your hosting server. If you don't know what this is, contact your host and ask them if they offer the option of having your own forum. It's pretty easy to set up.

A viable alternative is to simply start your own newsletter or ezine.

♦**Automation**. For example: autoresponders, list servers and pop-ups. You can learn more about these features by clicking here.

♦**Statistics**. You need to know your return on investment. You need to have a structure that will tell you where your surfers are coming from, so that you can make the proper adjustments.

One simple way to do that, is to have a counter on your web site. Most Internet service providers will provide you with one or you can make a search at www.google.com

Quick TIP: How do I accept credit cards on my web site?

One major way to increase your online sales is to process credit cards in real time, on your web site.

If you sell an electronic product (ebook, digitized videos and audio tapes) I recommend you try Clickbank. You can find them by going to www.clickbank.com

The nice thing is they even have an affiliate program feature built-in.

What does it mean?

It means that for the same price, you can not only sell your ebook on the web (accept credit cards), but you can also have your own affiliate program.

If you have no idea as to what an affiliate program is, then just [click here](#).

A few other options are:

www.ibill.com
www.ccbill.com
www.verotel.com

The thing with Verotel is that you have to install the script on your server…I think their guys can install it for free though.

Ok, here is what I understand about accepting credit cards online:

You have basically only *2 choices.*

1.Have your own merchant account

2. Use somebody else's merchant account.

It can be hard to get a merchant account from a bank and even harder to keep it…it seems to be a constant struggle to keep a merchant account.

The thing is that it's kind of expensive…I think it's something like $500 to get started…then $50 a month PLUS 3% per transaction.

The reason why you might want a merchant account is if you're going to sell a lot.

Having your own account allows you to pay less <u>per</u> transaction.

For example, instead of having a 7% fee for credit card processing, like with clickbank.com, you may have a 2% fee.

BUT, it's a lot more hassle and expensive, than using a third party…like ibill.com, verotel.com etc.

If I sell my ebook through Clickbank, I use THEIR merchant account.

The bottom line is this:

When starting, if you don't really know if you're going to sell a lot, I would recommend you use a third party. (ClickBank or one of the others.)

When your sales are exploding, then make the switch and get your own merchant account.

9.3   How to get massive qualified Traffic to your web site:

Here are different strategies you can use, to drive qualified prospects to your web site:

1) Ezines. What are ezines? They are simply electronic magazines sent to subscribers via email. Here are different ways that you can use ezines to drive qualified traffic your web site:

♦You can publish your own ezine.

♦You can write articles and submit them to ezines that are related to your niche or theme.

♦If you publish your own ezine, you can invite your readers to pass it along to their friends.

♦Ask other Webmasters to post your articles and back issues of your ezine on their web sites. If you do that, make sure you include a resource box at the bottom of your article.

What should be included in your resource box?

Offer something free of charge, what I call a compelling freebie, so that the readers would go to your web site and give you their email addresses in exchange. You could also include your USP, a small description of what you do and the URL of your web site.

♦Buy classified ads in different ezines. If you are going to buy advertisements, you could offer a freebie on the ad, so that you can capture the email addresses of the surfers. For more information about this technique, please [click here](#).

There are basically two approaches to using advertising in ezines. You can buy a small classified ad or do what we call a solo blast. A solo blast is when the owner sends an email to his list where he endorses your product or service.

It is, by far, the most effective method.

2) Newsgroups

You can find newsgroups by going to www.dejanews.com

The key is to simply participate in a newsgroup that is related to your niche and use your sig file for promotion.

You can customize your signature or "sig file" with your email software.

In your sig file offer a freebie that would entice them to come to your web site and learn more about your services.

3) Search engines

There are two things that will allow you to achieve high rankings in search engines: **keywords** and **link popularity**.

The number of web sites that are linking to your web site and also the importance of these web sites, determine your link popularity. For example, one link from Yahoo! might be more powerful than 10 links from small web sites.

There are many tools that you can use to achieve high rankings in search engines.

There are two pieces of software I recommend:

♦Site build it! from Dr. Ken Evoy (click here to learn more) and the other one is Web Position Gold. (Click here to learn more.)

♦Web position gold is only about positioning in search engines. Site build it! is not only search engine positioning software, but also a complete turnkey solution to building a successful web site.

I believe the best way to achieve high ranking in search engines is to use one of these two. It's less time consuming than to do it by hand.

One of the best ways that I know of to achieve high ranking in search engines is to use one keyword per page. In other words, creating one keyword focused Web pages.

If your web site's theme is "NLP", then you would create web pages that would be based on key words relating to NLP. For example, you could have one page about "NLP and sales", another one about "NLP training" etc.

Read the "Service sellers" ebook from Dr. Evoy that was included in this package for more information on this technique.

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Now, about keywords, I would like to share with you some different tools that you can use to come up with appropriate keywords for your web site:

♦Good keywords. This is a free tool I use to find related keywords to any niche and to know the popularity of each keyword. For example, how many searches were done last month for "NLP"? You can get it by clicking here.

♦Wordtracker. I don't really use this tool but you may find it useful. Click here to check it out.

♦One of my favorite methods. Find your successful competitors using Google or any other search engine and then look to see at what keywords they are using.

 You do this by getting on their web site, then clicking on "view" and then "source" on your Web browser.

This will show you their HTML source code. Scroll down and look where it says "Metatag", it should show you what keywords they are using.

If your competitors are ranking #1, 2 or 3 on Google, we can assume that the keywords they have chosen are good ones.

Also, look at how they blended their keywords into their web pages.

♦The other tool I recommend is Site build it. It has a very powerful keywords search module. It allows me to easily grow a huge list of related keywords and sort them accordingly by different variables.

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There are basically **four major search engines**: Inktomi, Google, Altavista and Fast. They produce their own crawler-based technology. All of the other search engines use these four to provide their surfers with results.

That means that you do not have to use services that offer you to submit your web site to 100,000 search engines. Only focus on getting high ranking with these four.

Now, what is the difference between a search engine and a directory?

Search engines use computers or "bots" to check your web site and then list it in their database.

Directories, on the other hand, use humans to decide whether your web site should be included or not.

If you want to have your web site listed in directories, there are really only three main directories: **Yahoo, the Open directory and Look Smart.**

♦Let's talk a little bit about Yahoo!
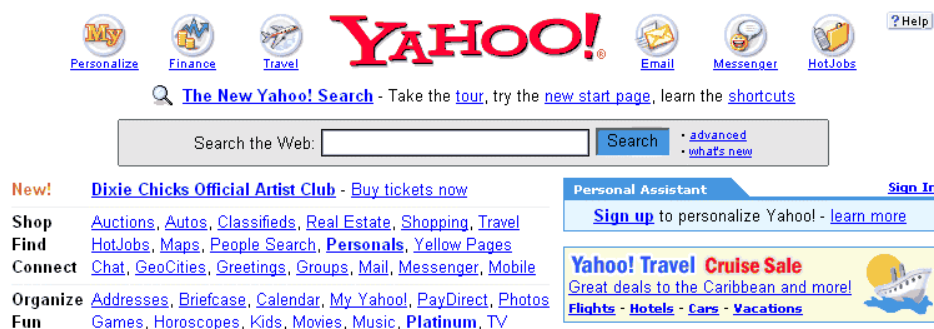
You can get your web site listed in Yahoo's business express, for $600 a year. This will not guarantee that your web site will be included in Yahoo. It allows you to get a quick review of your web site.

If your web site is not accepted, then you have 30 days to make the appropriate changes and resubmit it.

Click here to learn more about Yahoo's Business Express.

If you want to get high ranking in Yahoo but don't want to pay $600 or wait too long, there are two things you can do: get high rankings in Google or use Overture.

Yahoo uses Google to come up with results when somebody makes a search. The nice thing about Google is that it's free. All you have to do is to focus on getting high ranking in Google.

Overture is a pay per click search engine, you will learn more about that later. (Click here to go there now.)

Finally, if you want to learn more about submitting your web site to Yahoo! the "normal" way (read: free, but may take a while) go here:

http://docs.yahoo.com/info/suggest/

♦Ok, now let's talk about the Open directory or Dmoz. (www.dmoz.org) The Open directory is completely free. When submitting to Dmoz you have to be patient. It may take a while to get listed.

To add your web site click on "add URL" as shown here:
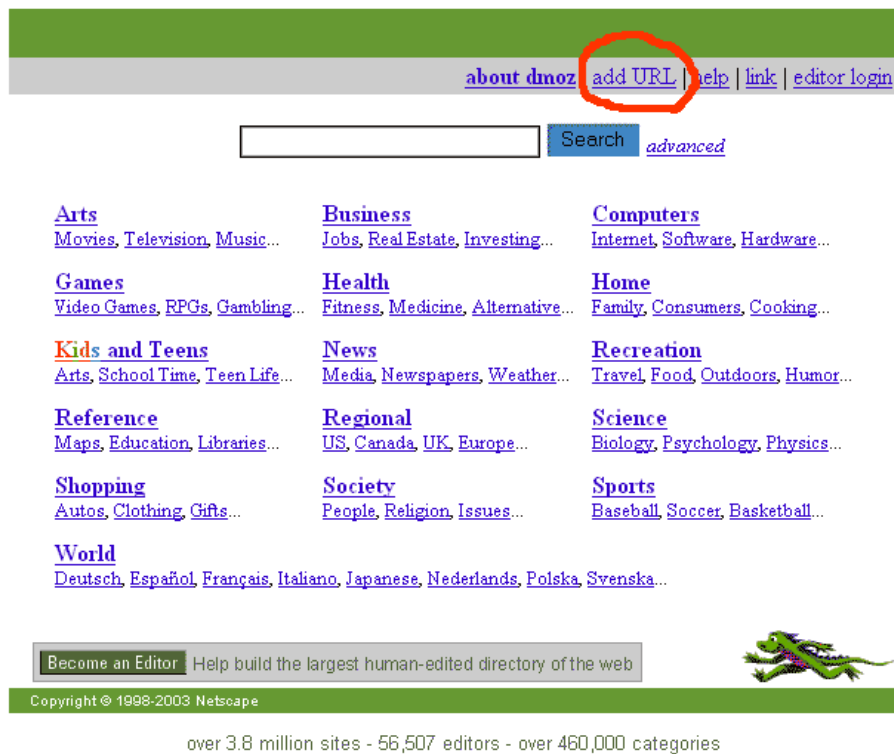
It may take up to four months before your web site is listed. Be nice to the editors, they are the ones who decide whether your web site will be accepted or not.

If you want learn more about how to successfully submit your web site to the Open directory go to http://dmoz.org/help/submit.html.

♦The last one is Look Smart, it costs $94 to get listed. That is $49 for listing set-up fees and $45 you can apply to pay per click search engines.
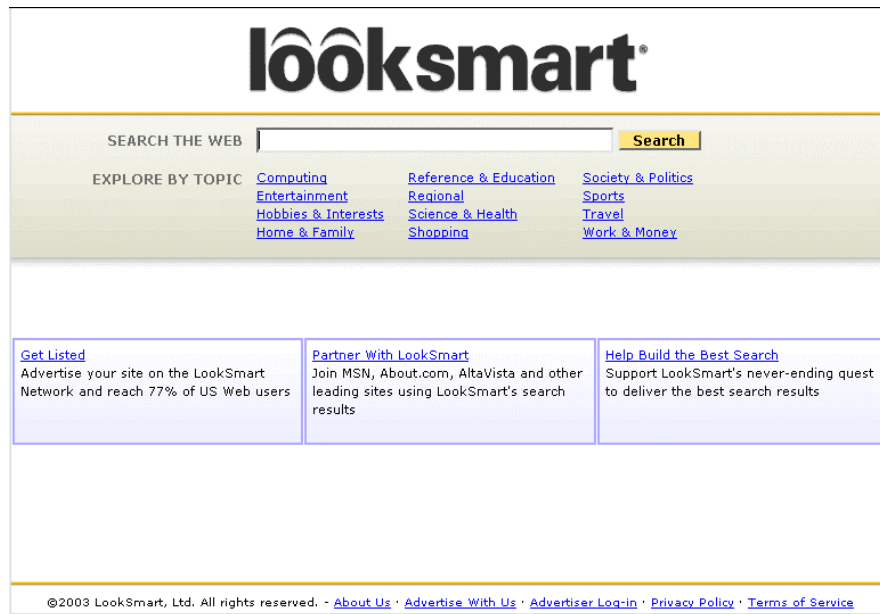
Just between us, I don't like Look Smart because the minimum bid per keyword is 15¢. That is Waaaaay too much for me. You can go to Looksmart by clicking here: www.looksmart.com

4) Pay per click search engines

What are they?

They are exactly like search engines, but you pay for each visitor the search engine drives to your web site.

In other words you pay per click. ;)

If I make a search for "NLP", see your ad, click on it and get to your web site, it just cost you a certain amount of money.

It could have been 5¢, $2, or more.

You are the one who chooses the amount of money you are willing to invest per click.

The most popular pay per click search engine is overture.com. This search engine alone will drive you more traffic than all the others combined.

At the time of writing this book, it costs $50 to open an account with Overture.

If you are ranked No. 1, 2 or 3, for a specific keyword, you will be on the first page of Yahoo, MSN, Lycos and Altavista for that keyword.

This is how you use Overture to get traffic from Yahoo. It's a lot quicker than submitting your web site and waiting for months for your web site to (maybe) be listed.

If you're targeting less popular keywords, bid on more of them.

In other words, when bidding on keywords that generate less traffic per keyword, bid on more of them, since they are less expensive.

If you are not listed No. 1, 2 or 3 for a specific keyword, it's OK, as long as long as you are in the top ten.

Other examples of pay per click search engines are:

♦ Find what: www.findwhat.com

♦ Search 1 2 3: http://www.search123.com/

♦ Kanoodle: www.kanoodle.com

♦ 7Search: www.7search.com

♦ Xuppa: www.xuppa.com

"How do I determine the price I should pay for a specific keyword?"

It depends on your return on investment.

Pay as much as you can, as long as you either break even or make money with your investment. This is one of the reasons why you must track your advertisements.

In my opinion, the best pay per click search engine is:

Google's AdWords.

It's only costs five dollars to get started and you can begin to receive traffic in about 15 minutes. I find they are easier to use than overture.com.

With Overture, it takes about two weeks to get listed and to start getting traffic. The other thing is that it's more expensive than Google. You can learn more about Google's AdWords by going to https://adwords.google.com/select/?hl=en

5) Links

Reciprocal links. This is where you find a similar Webmaster in the same niche as you and link to each other's web site.

Links are important because they help you get traffic and get higher ranking in search engines.

There are two main ways to find other web sites to create reciprocal links with:

♦ Simply do a search in Google with related keywords. For example NLP, public speaking, selling, flirting, etc.

♦ The other option is to use some software called Zeus. Zeus allows you to automatically and easily create links with related web sites. You can get your hands on a free trial version by clicking here.

6) The signature file

The signature file or sig file is simply a small text that you include in all the emails that you send.

Depending on the software you are using, you should be able to easily create your signature file. I think even the free services, like Hotmail, offer this feature.

Once it is set up, it will be automatically inserted in all the emails you send.

What should you include in your sig file? You should include your irresistible offer, who you are and a freebie that would compel prospects to visit your web site…now!

It always comes back to the freebie, right?

Now, why do I insist you offer something free, of high-perceived value?

You see, right now, the number of ezines, electronic magazines, E-newsletters and simply put, any kind of publication sent through email, has gone through the roof…people will not give you their email, if you just say:

"Hey, join my ezine!"

You've got to give them <u>compelling</u> reasons.

People are getting more and more reluctant to give access to their email away.

7) Off-line media

♦Find somebody with a list and allow him to endorse your products or services, in exchange for a generous commission.

♦You can write articles in a medium that reaches your target market.

♦You can learn more about writing articles by clicking here.

Unfortunately, in my experience, advertising a web site in an off-line medium does not work very well. I think it's because people will not take the time to write down my web site's address or some will simply forget it.

But I still believe that it can be done successfully, I just did not invest enough time or energy into this matter.

8) Email

The first option is to make a search in the search engine about your keywords and "ezine" and then find a Webmaster who has an ezine related to your target market. Once again, he endorses your product in exchange of a percentage of the profits.

Another option is to buy leads. Make sure the leads approved the fact that their email addresses would be sold. You do not want to spam. (Spamming means sending non-solicited commercial email.) Here are a few lead providers:

♦Yesmail.com

♦Postmasterdirect.com

♦Bulletmail.com

9) Affiliate programs

Affiliate, associate and reseller programs are basically the same things.

An affiliate program is like having your own virtual sales force

The nice thing about an affiliate program is that you pay only for results. You only give a commission to your affiliates when they send you a paying customer.

The best example of an affiliate program is Amazon.com. Whenever you send a surfer to Amazon, who buys a book, Amazon sends you a small commission.

There are two basic approaches to associate programs:

Either limit the number of affiliates or allow anybody to join.

You might want to limit the number of affiliates, if you don't have much time to invest in your affiliate program. Ten thousand affiliates can be time-consuming. If you limit the number of associates, make sure you handpick qualified webmasters.

That is: Webmasters who have access to a list composed of your ideal prospects.

Whether you choose to limit the number of affiliates or you accept anybody, you will realize that only a small percentage are responsible for bringing most of your sales.

When you find your "super" affiliates, focus on them and help them succeed. They are some of your most valuable assets.

As you know, the money is made in the back-end vs. the front-end.

Knowing that the money is made through repeat business, you can give your affiliates a high commission on the front-end. Click here to refresh your mind about the difference between the front-end and the back-end.

In my opinion, affiliate programs are one of the most powerful techniques that you can use to sell any kind of product or service, online.

To set up your own affiliate program you can try these 3 companies:

♦ First shopping cart

♦ Corey Rudl's Assoctrac

♦ Commission Junction

9.4   How to improve your Internet marketing skills

Find three or four of the top businesses in your niche and study what they do.

Join their ezines, affiliate programs and buy their product or services.

Check each one of their Web pages and take notes.

What should you be looking for?

◆Begin with their <u>web site</u>:

How do they capture the surfers' email?

Do they use autoresponders?

If they use pop-ups, what offers are on them?

What kind of pop-ups? Pop-up? Pop-under? Exit pop-up?

◆About their <u>marketing:</u>

What information can you gather about their target market?

What kind of offers do they use?

What needs and wants are they targeting?

◆Study their <u>sales letter</u>:

Is there a strong guarantee?

Bonuses?

Specific trigger words?

What states are they trying to elicit?

What moods and beliefs are they pacing?

◆Study their <u>products and services:</u>

Do they overdeliver?

What would you remove and what would you add?

How is it constructed?

_____

Quick tip: If your competitors check their logs, they could find that you visited their web site. If they don't know you exist, why tell them ☺?

You can prevent yourself from being detected, by going to www.anonymizer.com. You can use their services for free. From there you can check any web site without being detected.

_____

9.5   How can I discover the numbers of web sites that link to a specific competitor?

Go to AltaVista.com and insert in the search box:

link:yourcompetitor.com

For example: "link:themagicalbox.com"

Altavista will reveal to you the number of web sites that link to your competitor.

It will also give you the opportunity to know who they are. You could ask them to join your affiliate program!

_____

Good.

Now, the Internet is the perfect way to build your own list of prospects. So let me show you how to…

10.   How to Use the web to build your own list of qualified leads

(Step-by-step instructions on how to build your own online lead generator.)

Here I am going to show you exactly how to build a list of emails of qualified prospects. We'll go into great detail…nothing is left out!

Ready to start?

To build your online lead generator you'll need:

♦ To identify your **target market**. A well defined, hungry, starving crowd.

♦ A high perceived **value freebie**.

♦ Tools:

1) A **form** to capture the name and email addresses of your surfers.

2) A **list server** to collect and store this information. You can either do it manually or do it automatically, with some third party software.

3) Of course, you'll need a web site and maybe another tool, called **"pop-ups".**

Let's see how all of this fits together:

First of all, you have to determine your ideal target market. We've already discussed that, click here if you want to refresh your mind.

Knowing your ideal target market, now we need to find a high-perceived value freebie we can offer them, in exchange for their names and email addresses.

Here are some suggestions for freebies:

♦You can offer them an article or multiple articles. ([Click here]() for instructions on how to easily write an article)

♦A chapter of your book or ebook.

♦An excerpt of one of your seminars digitized.

♦A videotape that has been digitized

♦You can simply tape yourself and make it available on your web site. (You can use software called *Real Producer* from [www.real.com]() to turn your tapes into a downloadable files for your web site.)

♦A free ebook.

♦Free access to your monthly newsletter.

♦Past issues of your ezine/newsletter.

Once again, the idea, here, is to offer them something of high-perceived value, in exchange of their email address.

Now, we need somewhere to actually input their information, called a form. Here is an example of what a form may look like:

Name: [_____]

Email: [_____]

City [_____]

Country [USA ▾]

There are many places where you can find forms, here are a few suggestions:

♦ Check with your Webmaster or Internet service provider, they should be able to provide you with one.

♦ If you bought Site build it ! from Ken Evoy, the forms are included.

♦ Use First Shopping Cart.

♦ Aweber

♦ Simply go to google.com and search: "free email form".

If you need help to insert the form on your web site, simply ask your Webmaster. But it's really easy. You select the html code, copy it like you would with a normal text and then simply paste it into your web building software. (Dreamweaver, Adobe, Front Page etc.)

Make sure you put the form on every page. Surfers coming from search engines, might not get to your homepage.

Now that we have our form, we need to put it on our web site where surfers will see it.

Here are a few places that you can put it:

1) On the top of your page.

2) On the top left corner of your page.

3) On a pop-up.

There are three kinds of pop-ups:

The **"normal" pop-ups**. This is the normal, annoying window that pops up, when you go on different web sites.

The other option is **a pop-under**. It's exactly like a normal pop-up, but it appears under the main windows or web page, which makes it less harassing.

The last one is what we call an **exit pop-up.** When the surfer tries to leave your web site, the exit pop-up appears.

The idea, here, is to put the form on a pop-up, so that it gets the customer's attention. He sees the nice freebie you are offering, so he leaves his name and email address.

You can find pop-up scripts by searching with a Search Engine, asking your webmaster, or your ISP (Internet Service Provider).

Now there are a few other tools that you may need, for example, **autoresponders** and a **list server**.

An **autoresponder** is simply software that will automatically send an email to your surfer, once he has left his name and email address on your form.

It could be a message that thanks him for leaving his email address, telling him that he is now in your mailing list and he will receive great, free information in the coming days and weeks.

In this email, you would also tell him what to do, to have access to his freebie.

You can use **autoresponders** to send a series of emails that you have previously created. The nice thing with email is that it's free. You can basically send thousands of emails instantly and at no cost.

A **list server** is something that allows you to automatically send a great number of emails to your list.

Remember that, to me, the goal of a web site is to:

"Capture the surfer's email so that you can follow-up with them!"

If you do not want to use a list server, you can simply do it manually by using different software, like Microsoft Outlook and Pegasus mail.

I strongly suggest that you buy some third party software, because in my experience, it's a real pain to send it manually. Plus, a lot of times you are limited by your Internet Service Provider on the number of emails you can send. Mine has a limit of 100. Can you imagine if you had 30,000 subscribers? You would have to make 300 lists of 100 emails and send them one after the other…

Once again, here are a few places where you can get your hands on these resources:

♦ Site build it! is amazing software that allows you to build a web site from scratch and get massive traffic from search engines. As I am writing this book, it has a list server, but no autoresponders. I have heard from Dr. Evoy

that soon such a feature will be added. Click here to learn more about Site Build it!

♦My favorite is First Shopping Cart. They have everything, the list server, the autoresponders and the pop up. Click here to learn more.

♦These are resources that I have tried and loved. Another option is Topica. I haven't tried them, but a friend of mine seems very pleased with it. www.topica.com

In **summary:**

First, identify your ideal target market.

Create, acquire or buy a high-perceived value freebie that you can offer them.

Put a form on your web site so that you can capture your surfers' names and email addresses. You don't have to capture their names, but the nice thing about that is that you can then use this information to personalize the emails you'll send.

Make sure that you put your form where people will see it: either at the top of your web page, on the top left corner or on a pop-up. Put it on every page, people coming from search engines will not always land on your homepage.

You can also use autoresponders to automatically send a message thanking them for their interest and telling them what they need to do to access their freebies.

A List Server makes sending email and managing your email list easy and simple.

And so I've shared with you different distinctions and strategies about Internet marketing that you can use right now to start or grow your business. Now, I'd like to invite you to discover some amazing interviews I've done with successful NLPers.

11. Interviews with top NLPers from around the world
(How did they build their NLP business?)

I've asked these guys some tough, difficult questions. You will discover information ranging from the best marketing strategies they've used, to step-by-step plans you can follow to build your own NLP business, to original NLP applications like seduction and NLP camp for kids.

You have access to an invaluable wealth of information and distinctions not available anywhere else.

Also, I've made 2 special chapters for you.

One is what I call "The systems". This is where I've taken all their road maps, and made a summary of them, so that you could quickly have access to what you're looking for.

The other one is for those of you who want to teach NLP itself, that is, practitioner, master practitioner and trainer's trainer courses. I've taken the actual strategies they've used successfully to market their own courses.

Now, let's move!

(Listed alphabetically by name)

11.1   Interview with Gabriel Guerrero

Gabriel Guerrero is the founder of Neuroing (www.neuroing.com), a very successful NLP institute based in Mexico. He offers training both in English and Spanish. What I find to be the most difficult step in any project, is to begin, once it's started, it's easier. Gabriel shares with us a very simple plan you can follow to start from nothing and then grow your business, at the rate and speed that you want.

Olivier - *Gabriel, could you tell us a little bit about yourself, your organization, what you do and so on?*

Gabriel - I am 30 years old and I first found out about NLP when I was 18. I started out teaching workshops applying NLP, when I was 24. I have been teaching NLP and living from it, ever since. Neuroing is one of my businesses, the one I use to run international NLP programs. I have another business that I just started... where we publish books in Spanish, basically books about NLP and related fields.

Olivier - *You are one of the top NLP training institutes in Mexico, featuring trainers such as Richard Bandler and John LaValle, how did you manage to reach this status?*

Gabriel - Consistency and doing NLP for the right reasons. I got involved so deeply that I eat, breathe and dream NLP. And I do it because it makes me feel good and I can help many others feel just as good.

Olivier - *By translating Richard Bandler into Spanish, you have positioned yourself in an almost untouched market. Just out of curiosity, who is doing the live translation for Dr. Bandler? I mean, this is difficult stuff! (Also, there are other countries where NLPers could learn from your experience.)*

Gabriel - NLP is huge in Mexico and South America. As an example John

Grinder has been teaching many workshops each year, in Mexico, for the past 10 or 12 years, at least.

There are many translators that have studied NLP. However, translating Richard, word-for-word, is almost an impossible task.

Olivier - *People fall in love with NLP, and then they go out and take some seminars and ask themselves: Wow, it's wonderful! But how do I make a living with that?*

Many different ways... depending on what laws apply where you live. Where I live, there are hundreds of people making a living by doing therapy with NLP, for instance. However, it is illegal in many states in the US.

Olivier - *What would be the 3 best pieces of advice you could give them?*

Gabriel - Study a lot and check out different trainers. Even now, I go and check out what Grinder, Dilts and others are doing. I have found that Bandler is the best, but, I check out many others, to keep learning from different angles. Get into your head that NLP is not about making money... it is about personal freedom. Be smart... find what you enjoy doing and what you are good at.

Olivier - *What are the most effective marketing tools you've used?*

Gabriel - Results

I started out with 3 and 4 people groups. But getting results is the best way to grow your business.

Once my business was established this way, I started using the Internet and some newspaper ads.

Olivier - *In developing your business, is there one big mistake you have made and if so, how did you overcome it?*

Gabriel - No big mistakes... and I do not focus on mistakes, call it a strategy using a metaprogram of moving toward, rather than moving away from. So I do not really think of mistakes of the past. However, I am never satisfied with my work. I always think it can be done better, next time.

Olivier - *Gabriel, there are two types of people who are listening to us: newbies who want to get into the business of NLP and already established NLPers.*

For the first group I'd like to ask you this question:
Could you just tell us how you would go about creating your own NLP product/service step-by-step if you were a beginner today and were on a tight budget?

Gabriel - Find what you do best and what you enjoy... everything will evolve from there.

Olivier - *Also, what resources would you recommend? (Authors, books, tapes etc.)*

Gabriel - "Rich Dad, Poor Dad" is a good book to begin to understand that being a business owner is about the right attitude and not about starting it just thinking about making money.

Olivier - *Now, for the already established NLPers: Are there 2 or 3 common mistakes you see NLP business owners make that are costing them a lot of money?*

Gabriel - Mainly believing they are already the best of the best... they stop learning and developing themselves.

Some people think that having studied one practitioner course + one master practitioner course + one trainer's training, they are ready to be a top-notch NLP consultant or trainer.

NLP goes way beyond what can be learned in a just a few training courses. Some consultants apply very basic NLP, with some results, but end up not being able to deliver on what they promise. For example, many offer to their customers that they can model their best salesman, so that they can turn all their salesmen into this excellent one. Very few if any, are really able to deliver this.

Another mistake is to think small, regarding open workshops, so they try to save a buck and end up losing millions.

Olivier - *In your opinion what are the best ways/strategies to make a lot of money with NLP?*

Gabriel - Not to think about the money.

NLP is not supposed to be used to make money, it is supposed to be used to free people. To free them from themselves.

The money comes as a consequence. And believe me, you can make lots of money with NLP, but that won't last, if you are doing NLP for the wrong reasons.

Too many NLP businesses make money for a few years, only to go bankrupt after a while. But if you have a good and solid foundation, you can and will stay in business for many, many years.

Olivier - *When starting a business, sometimes fear stops us. What technique or resources would you recommend to overcome this challenge?*

Gabriel - If you pretend to do business with NLP and cannot overcome

fear... wait until you are able to overcome it yourself, otherwise, what you'll teach will be incongruent. One thing about NLP, is that it has to be applied first on yourself and then in others. One thing Bandler taught me, is that we must get rid of fear, before anything else.

I won't recommend a technique or resource, because that is heading you into the wrong direction. Wrong, because it has to do with getting the answer (external reference) from the outside world, and although I do that for a living, I do not do it for potential trainers and consultants... I teach them to find their own answers.

11.2   Interview with Michael Hall

Michael Hall is the creator of two world-renowned fields: Neuro-Semantics and Meta-States. (www.neurosemantics.com) They are being taught in 20 countries around the world.

I just love the idea of creating my own field. I can put there, all the things that make sense to me and help people with passion, in my own unique way. But the question is: "How do I create a field? Or two?" And most importantly: "How do I make it an international success?"

Michael shares with us, his experience on succeeding with such a task.

Olivier - *Michael, could you tell us a little bit about yourself, your organization, what you do and so on?*

Michael - I moved to the Colorado Rockies almost twenty years ago, from mid-America (St. Louis) and established a private psychological practice. I have always been interested in an optimistic and solution-oriented focus, so as a therapist I moved to Adlerian psychology, then TA and finally Rational-Emotive. Then, while teaching communication courses, I found NLP. The first thing that I ever heard about NLP was "The meaning of your communication is the response you get." That captivated my interest and I immediately read everything I could find in that field.

After my original studies and training in NLP, mostly with Richard Bandler, I worked with Richard for a while, wrote some things for him and opened up an NLP Training Center in Colorado. Meta-States came about in 1994 and immediately caught the attention of many. When the Bandler lawsuit, in the USA, became threatening to the entire community, my partner, Dr. Bob Bodenhamer and I trademarked Neuro-Semantics, Meta-States, Frame Games and Meta-NLP.

That initiated Neuro-Semantics, which has been growing since, expanding to 20 countries, many institutes and five Societies. Today, I am devoting my time to ongoing study and research, as well as international training.

Olivier - *You are the creator of Meta-States and Neuro-Semantics, two world-renowned fields. (Neuro-Semantics is being taught in Tokyo!). Could you tell us how you went around and created 2 (!) fields? Also, how you managed to get these so popular?*

Michael - It all began with Meta-States. This was the model that emerged from a modeling project of "resilient people", people who easily and quickly "bounced back" from setbacks, traumas, and life upsets. I presented it first in 1994 in Denver at the NLP Comprehensive Conference. The International Association of Trainers recognized Meta-States as the most significant contribution to NLP, in that year. In the years after that, I wrote scores and scores of articles about Meta-States and began training it in the USA, the UK, and then elsewhere. This allowed the third meta-domain of NLP (after the Meta-Model of language, and the Meta-Programs). Meta-States is about the layering of the mind, what we call "logical levels" or higher levels of mind and thereby pulls together all of the meta-phenomena that we call by so many different terms (usually nominalizations): beliefs, values, identity, decisions, understandings, knowledge, history, memory, etc.

Several things strike me as having assisted in getting Meta-States known around the world. The model, itself, describes the non-linear nature of the mind that reflects back onto itself and that goes in circles and spirals. This adds to the linear nature of NLP Strategies that track where the brain goes in a step-by-step order. In that, Meta-States does not negate NLP at all, it adds to it and extends it. Of the 700 NLP trainers who have been through Personal Genius (the three-day introduction to Meta-States) the great majority of them speak of it as extending NLP and as being "the next step in NLP."

I have also spent several years applying Meta-States to several very practical areas: selling, learning, wealth building, defusing hotheads, therapy, business, etc. It has been in the showing of the practical and

immediate use of the model, which has aroused a lot of interest in it. We also put out a Vision statement, that's on our web site, that succinctly talks about creating a networking community of people who want to present and practice NLP and Neuro-Semantics professionally, from a state of abundance, in a win/win cooperative way, etc. And, after all the in fighting during the days of "The Wars of the Magicians", this has brought thousands of people our way.

Olivier - *Could you explain to us, what are Meta-States and Neuro-Semantics?*

Michael - A meta-state is a state about a state. If you love learning, that's a meta-state. So is fear of one's anger. A primary state means that your mind-and-emotions are in reference to something "out there" in the world. "I love Susan." But can we love our love? Yes, of course. We call it infatuation. That's a meta-state. Could we love our infatuation? Yes, that's romanticism. Could we fear love? Feel ashamed of it? Passionate about it? When mind-and-emotion is in reference to our own states, we are operating at a higher level of mind, from a meta-state.

This gives us different kinds of states: primary states, meta-states, and even gestalt states. These are more complex states, states that emerge from the entire mind-body system. Courage is a good example. What is courage made out of? At the primary state, there is fear. At a meta-level there is love for children, to face a fear like a burning house, anyway. The emergent state, "courage." It is a state that's more than the sum of the parts.

Many of the higher meta-level states are very conceptual. They are semantic states. I took the phrases of Korzybski, neuro-linguistics and neuro-semantics and used the first to refer to primary states and the second to all of the states above that. NLP is about representation. How do we represent something? Neuro-Semantics is about referencing and framing. How do we frame and use our frames of reference, for frames of meaning in our mind?

Olivier - *People can join your Yahoo Group called Neuro-semantics. As I have said, e-groups are, in my opinion, a very good marketing strategy. Has this been effective for you?*

Michael - Yes. The sign-up is on the front page of the web site... at the bottom of the front page. And what has been a good marketing strategy about that is the abundance of articles, patterns, processes, etc., that we put there. Today a person can download, free of charge, more than 2000 pages. We also have many other sub-egroups, for our trainers, coaches, etc.

Olivier - *People fall in love with NLP, and then they go out and take some seminars and ask themselves: "Wow, it's wonderful! But how do I make a living with that?" What would be the 3 best pieces of advice you could give them?*

Michael - First, focus. Identify a specific area that you want to specialize in. Find a niche and become masterful in that one area, so that you have a specific expertise. The problem most NLP trainers make, is trying to be generalists and to do everything. Identify a specific passion and stay with it for several years.

Second, learn everything you can about that how to sell that expertise. There's no getting around selling our ideas, skills, products, and services. Merely having a great model and wonderful patterns is not enough. We have to market and sell. We need to use NLP and Neuro-Semantics on ourselves to adjust our attitudes about selling. Then we can model a good business strategy.

Third, create a plan for your own wealth building. I began modeling millionaires in order to find out how to become financially independent and to make a living doing what I want to do—research and training. Without a specific and strategic plan for becoming financially independent, it's hard to get there.

Olivier - *What are the most effective marketing tools you've used?*

Michael - Word of mouth. That's the best, the very best. That means giving people much more than they asked for! We use the abundance principle with the people who come to our training. We want them to go out as a living billboard for us. And that is what has been happening. But we don't want them talking mostly about us, but about the patterns and the experience— and what they have received!

Our marketing strategy guides the marketing tools we use and every Trainer's Training we spend several days on this and continue inventing it, as we go.

Olivier - *In developing your business, is there one big mistake you have made and if so, how did you overcome it?*

So far, we have not suffered from any one big mistake. Ironically, one of the things we have been doing is using "the mistakes" that have occurred in the field and community of NLP, to guide us. We have been setting lots and lots of initial frames— frames about abundance, cooperation, professional ethics, respect, etc. so as to avoid sabotaging ourselves. We have also avoided creating a franchise, or multi-level marketing organization, or building a little kingdom where one or a few people are the central gurus. We want to build a community of colleagues who build it around a model.

Olivier - *There are two types of people who are listening to us: newbies who want to get into the business of NLP and already established NLPers. For the first group I'd like to ask you this question: Could you just tell us how you would go about creating your own NLP product/service step-by-step if you were a beginner today and were on a tight budget?*

Michael - Again, find one specific thing that you can do. Find a problem that needs to be solved. Find a hurt that needs to be healed. Find something that you have experience with, knowledge about, and passion for. When you have that, then find your market. Where are they? Who are they? What is their felt need? Get their demographic details. Get their psychographics (personality details), then create a specific plan for how to

enter that market. As you do, give people more than they expect, ask for testimonials and referrals.

Olivier - *Also, what resources would you recommend? (Authors, books, tapes etc.)*

Michael - There are many excellent works on marketing. Start with Jay Abraham and go from there.

Olivier - *Now, for the already established NLPers: Are there 2 or 3 common mistakes you see NLP business owners make that are costing them a lot of money?*

Michael - First, lack of a specific plan. Second, fear of taking a risk. Third, trying to do it alone and failing to network with others.

Olivier - In *your opinion what are the best ways/strategies to make a lot of money with NLP?*

Michael - Our wealth building modeling discovered that if your goal is to make a lot of money, you probably won't. This is the paradox. Building wealth is not about money. Wealth, for that matter, is not money. To become wealthy we have to get money out of our eyes and focus on value. True wealth is a mind that can create ideas that add value to people's lives. When you have that, you can make money doing almost anything.

Olivier - *When starting a business, sometimes fear stops us. What technique or resources would you recommend to overcome this challenge?*

Michael - I could say, begin with our book, Games for Mastering Fear (2001). There, we have the NLP patterns for dealing with unreasonable fears. We also have Neuro-Semantic patterns for dealing with conceptual fears and semantic fears— fears about what something means. Fear is best mastered through skill, competence, and confidence. This is where giving yourself to a passion and becoming good at it and then enveloping that passion inside of some business intelligence, moves us on our way.

If you love NLP and the meta-models inside of NLP, then you'll love "The Matrix Model" by L. Michael Hall, Ph.D.   Mention *"How to make a living with NLP"* and get $5 USD discount on the book. It's 424 pages, and offers a systemic model of the NLP meta-domains. Neuro-Semantic Publications, P.O. Box 8, Clifton CO. 81520-- 0008, USA, or NLPMetaStates@onlinecol.com.

Neuro-Semantics takes NLP to the next level of development. Visit www.neurosemantics.com for over 2600 pages of *free* information—articles, patterns, reviews, newest developments. There are now 20 Neuro-Semantics Institutes worldwide with another 15 being planned in 2004. The training, *Meta-Coaching* is now leading the field of coaching as a cognitive-behavioral model of coaching.

Biography

L. Michael Hall, Ph.D. earned his doctorate in Cognitive-Behavioral Psychology, he also has Master Degrees in Clinical Counseling and in Biblical Language and Literature. As an entrepreneur, he now lives in the Colorado Rockies, does international training, is the co-founder of Neuro-Semantics, the developer of the Meta-States and the 7 Matrix Model and has authored over 30 books in NLP and Neuro-Semantics.

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11.3   Interview with Kevin Hogan

Kevin Hogan owns the Minnesota Institute of Hypnosis and Hypnotherapy. (www.kevinhogan.com) Kevin is the author of 10 books and a weekly ezine. This is what I call a prolific author! Do you know how hard it is to write each week, something good enough that people will actually read it? See, I think ezines are incredibly effective marketing tools and Kevin knows how to use them.

He also gives us powerful insights on what making a living with NLP really is and misconceptions we want to avoid.

Olivier - *Kevin, could you tell us a little bit about yourself, your organization, what you do and so on?*

Kevin - I'm the author of 10 books including The Psychology of Persuasion and Selling Yourself to Others. I do public speaking, teach hypnosis, NLP and Mental Imaging Technology. I own the Minnesota Institute of Hypnosis and Hypnotherapy, one of the few licensed schools for hypnotherapy in the United States. My web site is www.kevinhogan.com and we offer one of the rare weekly e-zines that gives the reader an enormous amount of top quality--useful information about hypnosis, NLP and applications. Every week.

Olivier - *You are a really prolific writer: ten books, many articles, a weekly e-zine. When I read your stuff, I don't have the feeling of "déjà-vu" (Old, recycled material.) How do you come up with all of the inspiration? Do you have a strategy you could share with us?*

Kevin - I overcame procrastination in 1992 with a swish/splice technique that is detailed in my book Through the Open Door: Secrets of Self Hypnosis. I keep current on all academic research and we do our own research here in Minnesota, as well, so we are constantly, literally, on the

cutting edge.

Olivier - *You offer clinical hypnosis certification. One thing I noticed is that you offer internship opportunities. Now this is something that I would like to see more of. We pay a lot of money to get trained, but after that, it's hard for some people to get out and build a business without some assistance. Could you tell us more about this internship feature — it could inspire a few institutes to offer something similar.*

Kevin - Internships are for qualified people (and that means, not just one training course) with a good background. I only offer a few opportunities per year and it is something that can't be bought. I will only ask people to work with my clients and me if they have a huge heart, superb training (including at least one course from here) and a broad and deep knowledge of hypnosis, psychology and medicine.

Olivier - *People fall in love with NLP, and then they go out and take some seminars and ask themselves: Wow, it's wonderful! But how do I make a living with that?*

Kevin - It's almost impossible to make a living with NLP alone. NLP in some respects is dated. In other respects, it is ahead of its time. But either way, the point is that NLP is about finding out what works today, in 2002 and then utilizing that information in business, health, relationships and so on. One doesn't make a living at NLP. One uses NLP to do other things better.

Olivier - *What would be the 3 best pieces of advice you could give them?*

Kevin - Someone who is taking practitioner training should experience everything and take time to enjoy the process. Then, they should test the results in the real world, not with themselves, but with others. Make sure what you learn really works for most people. Once you are at the point of having tested what you learn in certification, you now have an opportunity to

apply the tools and techniques, in real life. Keep a journal and track what is making a difference in your life.

Olivier - *What are the most effective marketing tools you've used?*

Kevin - Coffee with Kevin Hogan (his electronic newsletter), is one of the most effective strategies I have at building loyalty among clients and customers. Each week they receive information that no one on the planet has access to. So, they read the e-zine every week and it comes to them for free. People massively appreciate the wealth of knowledge they get each week.

Beyond that, being active in public venues is helpful. So is attending the NGH convention each year.

Being a published author provides enormous credibility. Having a reputation for being a skeptic is very helpful.

Finally, having a simple and friendly web site that has a wealth of information, also for free, keeps people coming back, over and over again.

Olivier - *In developing your business, is there one big mistake you have made and if so, how did you overcome it?*

Kevin - Oh my. So many mistakes.

In 1995, I thought a web site was all it would take.
In 1992, I thought the first book would be a success.
I could go on and on. What I learned was that it takes an enormous amount of work to succeed and not just action...but focused action. Action with very measurable and specific outcomes attached to the motion! I am very persistent and very up to the minute in what I provide to the public.

Olivier - *There are two types of people who are listening to us: newbies who want to get into the business of NLP and already established NLPers.*

For the first group I'd like to ask you this question:

Could you just tell us how you would go about creating your own NLP product/service step-by-step, if you were a beginner today and were on a tight budget?

Kevin - I have a complete program on how to build a practice. I would blend it with either hypnotherapy for a therapy practice or with business consulting skills, for a business practice. Then, I would learn what the public needs, find the need and figure out ways to shout loudly that you are the person to help them out!

Olivier - *Also, what resources would you recommend? (Authors, books, tapes etc.)*

Kevin - The NLP Advantage is a great book. I like Robert Dilt's work. I also think that people should read Tranceformations, which is really the best book B & G did. Frogs Into Princes is quite good...so is Using Your Brain. The rest of the books, from early NLP, didn't offer much value. I think most people would be wise to also look at the professional work related to NLP. Therapy, business, language, philosophy, the neuroscience stuff...the

world has changed a lot in the last 30 years and people, who are new, will never make it on 1975 information...they need 2002

Olivier - *Now, for the already established NLPers:*

Are there 2 or 3 common mistakes you see NLP business owners make that are costing them a lot of money?

Kevin - They try and market themselves as JUST an NLP practitioner. Terrible mistake, because no one knows what NLP is.

Next, they treat NLP like a religion. "In NLP we learned..." Get out of that mind set.

Finally, NLP is just like...Jungian Psychology...or any other specific field of study. Without additional adjunct information and interests, the professional is essentially unmarketable.

Olivier - *In your opinion what are the best ways/strategies to make a lot of money with NLP?*

Kevin - Utilize the principle of seeing what others are doing to succeed and pay close, close, close attention, then DO similar things. Become THE expert in a niche or two. Become prolific and make a name for yourself with current, usable, documentable and verifiable information. Plan on becoming the best, not a mimic of people who taught 25 years ago.

Olivier - *When starting a business, sometimes fear stops us. What technique or resources would you recommend to overcome this challenge?*

Kevin - Pick up Through the Open Door and read the Overcoming Procrastination chapter. It will change your life. Then read the chapter about overcoming fear. It will help people get focused.

11.4   Interview with Rachel Hott and Steven Leeds

Rachel Hott and Steven Leeds are the founders of The NLP Center of New York. (www.nlptraining.com) Their institute has clients like IBM, Kraft, AT & T, Avon and Homemaker and is endorsed by authors such as Robert Dilts and Jack Canfield. How's that for credibility building? I just had to ask them how they managed to get such endorsements.

Olivier - *Rachel, could you tell us a little bit about yourself, your organization, what you do and so on?*

Rachel - Hello, my name is Rachel Hott, I am a certified NLP trainer and hold a Ph.D. in clinical psychology. I began my NLP training in 1981, in New York City with, Robert Dilts, David Gordon, Anne Linden and Frank Staas. At the time, I was 26 and I had a Master's degree in Dance-Movement Therapy. I pursued becoming an NLP trainer from 1982-1986. My partner, Steven Leeds and I began our institute, The NLP Center of NY, in 1986. During that time, I was also working for the American Management Association and was leading three-day NLP style communication courses. We began leading practitioner, master practitioner training in upstate NY, as well as in New York City. In 1994, I entered a Ph.D. program with The Union Institute and University, and completed my doctoral work in November 2000. During that time, I also studied with Dr. Stephen Gilligan, and learned his self-relations technique. Throughout the 21 years that I have studied NLP, I have continued to grow and transform.

Olivier - *You know, people fall in love with NLP, they go out and take some seminars and then they ask themselves: Wow, it's great…but how do I make a living with that? What would be the 3 best pieces of advice you could give them?*

Rachel - The question is, how do you make a living with anything? What do you have to do, in any context? One is to know your product, take the full certification training, take additional training, go to the Canadian National Association conferences, keep reading NLP literature.

Two is to identify your specialty niche. Are you someone who knows about computers? Then create an NLP training, specifically for that industry.

Third is to learn about marketing yourself and your ideas. Network, network, network.

Olivier - *In your opinion what are the best ways/strategies to make lots of money with NLP?*

Rachel - That's a million-dollar question, when you find out, let me know. Basically, we maintain high standards and excellence in both our training and consulting practices.

Olivier - *In business, credibility is a major key to success. One good way to build credibility is to get testimonials and endorsements from famous people. You have some of the most powerful credibility building tools I've seen:*

♦ *Endorsed by Robert Dilts and Jack Canfield*

♦ *Many known trainers/contributors: David Gordon, Steve Andreas and others.*

♦ *An impressive list of businesses that have dealt with you: AT&T, Avon, CPC International, Homemaker, IBM, Johnson & Johnson, Kraft/General Foods etc.*

Now, some of our readers might be a little overwhelmed and ask themselves: "How could I possibly amass such endorsements?"

If you were to start all over again, what guidelines would you follow to get this many credibility building tools, as quickly as possible?

Rachel - If I were starting all over again, I would network with all of the people whom I know, who work for large companies. I would offer free NLP presentations, at their companies. I believe "network" is the key word here. It is helpful to join associations; target people with whom you want to make contact. One of the valuable lessons I learned from my self-esteem trainer, Jack Canfield, was, "just ask."   If I were to start over again, I would ask more and more people, until I got whatever I wanted.

Olivier - *Rachel, people can hear you on the WBAI (99.5 FM) radio show, The Positive Mind with Armand DiMele. Now this is a very good marketing strategy for 2 reasons: builds instant credibility and gives you free publicity. Could you please tell us how you managed to get on the show?*

Rachel - I had an outcome, and that outcome was to find a counseling center that would provide me with hours, so I could become a licensed psychologist. I began pursuing counseling centers and I called up a contact (there is the network again) and asked him if he knew of any postdoctoral work. He recommended The Dimele Center. I called Armand Dimele, sent my resume, called again, and we set up an appointment. Armand was familiar with NLP and asked me if I had ever been on the radio, I said, "No." He then asked, "Would you like to be on the radio?" I said "Sure." I didn't even know there was a radio show attached to the center. I believe this would be called, serendipity. As we say, when doing Ericksonian Hypnosis, "...you will be surprised and delighted..." I truly had an outcome, I was proactive, confident and focused, and I ended up with more than I expected. I now co-host twice a month. I love working with Armand, we have a lot of fun together.

Olivier - *One thing I like about how you teach NLP is the way you have integrated many approaches (TFT, Dance/Movement therapy and Core Transformation), has this been a strong selling point for your institute?*

Rachel - Of those three that you mentioned, I think the strongest selling point is the Core Transformation. Many people enjoy coming for a personal transformation weekend and they definitely experience change with the Core Transformation material. This workshop often inspires people to attend our NLP certification training.

Olivier - *I have read that you offer a free NLP preview…has it been a popular/effective marketing technique?*

Rachel - Absolutely, we get a lot of people who are interested, but really need to see the trainers, hear about the program and experience our training space.

Olivier - *What are the most effective marketing tools you've used?*

Rachel - Right now, the most effective marketing tool is our web page. The Internet has greatly increased our market potential. In the past, we sent out brochures and post cards, which were also effective. However, it is now electronic mail that is the best tool.

Olivier - *In developing your business, is there one big mistake you made and if so, how did you overcome it?*

Rachel - I don't know if it was a mistake, particularly because in NLP, we say, "There is no such thing as a mistake, only feedback." However, in 1986, when we first began, we named our company, Advanced Communication Training, as we thought we were marketing to people who wanted communication training. As the business developed, we reanalyzed our mission and recognized that adding NLP, to our business name, was a more accurate description of our company. We are now, The NLP Center of New York: Advanced Communication Training.

Olivier - *Rachel, there are two types of people who are listening to us: newbies who want to get into the business of NLP and already established NLPers.*

For the first group I'd like to ask you this question:

Could you just tell us how you would go about creating your own NLP product/service step-by-step, if you were a beginner today and were on a tight budget?

Rachel - If you are anyone, beginner or not, with a tight budget, you may want to first work on your budget. Investigate what it would cost to be on the web. Even if you are a beginner, you know NLP, therefore, use your skills. Establish your outcome, identify the steps that you need to take to achieve your outcome. Identify what skills you may need to create your services or financial backing. I have always worked with my partner, perhaps finding someone else to align with, can help with your budget.

Olivier - *Also, what resources would you recommend? (Authors, books, tapes etc.)*

Rachel - I recently read Jack Canfield's book, Focus. It helps you set your goals and move to completion. There is a lot of NLP in the book, and I believe it would be helpful. If I was a beginner, I would be surfing the net looking for resources that specifically describe starting one's own business.

Olivier - *Now, for the already established NLPers:*

Rachel - The already established NLPers also benefit from being on the web. Their networking can all be electronic, so contacting and introducing themselves to other NLP trainers would be helpful. I often get requests for NLPers, in different parts of the world, and I know that my referrals are usually based on my familiarity with a person.

Olivier - *Are there 2 or 3 common mistakes you see NLP business owners make that are costing them money?*

Rachel - I believe that the personal connection with the trainers does influence a positive outcome. Both Steve and I respond to e-mails and phone calls personally. I think that some NLP businesses may have lost a personal connection with their clients.

Olivier - *When starting a business, sometimes fear stops us, what technique or resources would you recommend to overcome this challenge?*

Rachel - I always liked the book, Feel The Fear and Do it Anyway, just for its title. If the fear is like a phobia, then doing the phobia technique would be helpful. If it is more about a parts conflict, then doing a parts integration would be helpful. I agree that building your inner resources would also be helpful and adding confidence, proactivity and vision as a "resource cocktail."

11.5   Interview with Ross Jeffries

Ross Jeffries is the creator of Speed-Seduction®. (www.seduction.com) He is one of the most controversial, yet most successful NLPers I know of. He has more than 40,000 customers worldwide. Playboy has this to say about Speed-Seduction: "Geez…it worked!"

You'll discover how he applies NLP to problems and fields of study that interest him and then turn them into gold. (He is now teaching courses in Symbolic Magick/Remote Influence.) I mean, what marketing strategies did he use to build a database of 40,000 people? Look also for interesting insights on making a living with NLP.

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Olivier - *Ross, could you please be so kind and tell us a little bit about yourself, who you are and what you do and so on?*

Ross - I teach Speed Seduction® as well as courses in Symbolic Magick/Remote Influence, and I am working on courses, in other areas, that are too early in development to discuss.

Olivier - *Now there is something very important I want our readers to realize: you are not selling NLP, you are teaching NLP applied to a very specific purpose: seduction. "Do you think this is a more efficient way to make money than teaching general NLP skills?"*

Ross - I really don't know what you mean by NLP. I'm using the core of NLP, which is the methodology, the way of looking at a subjective human process and applying it to some specific life problems and to some fields of study that interest me.

So...I don't know what you mean by general NLP skills. I do know people want real solutions to real world problems and they are far more likely to

buy that, than to pay for a generalized exploration of a topic that yields no specific solution or result.

Olivier - *I have read in an article on your website (From Marie Claire Magazine (UK Edition) May 1996) that you have 40,000+ customers, which is something quite amazing for a NLP business. Could you tell us how you made it to this status?*

Ross - I know how to market and I knew how to market before I knew NLP! Go study some of the guerrilla marketing greats like Gary Halbert, Dan Kennedy, my good buddy Joe Polish.

I am also loud, brash, obnoxious, a born ham, and I know how to manipulate the media to get free publicity.

Olivier - *You know, people fall in love with NLP, then they go out and take some seminars and then they ask themselves: Wow, it's great! But how do I make a living with that?*

What would be the 3 best pieces of advice you could give them?

Ross - Learn to ask better questions, which is one of the NLP skills. Rather than make a living with NLP, how can you use NLP skills, in all areas of your life, to enhance the life you are already in? And see what grows from there.

Look, if you are a lawyer, and you enjoy being a lawyer, why try to make a living teaching NLP? Just integrate what you learn into your existing practice.

Most folks should not even attempt to make a living teaching or training NLP...it's not a very lucrative field, and you are competing against top folks. So just use the skills in what you are doing or find something you love to do and use the skills there. I surely don't teach NLP and I love

what I do!

Olivier - *In your opinion what are the best ways/strategies to make lots of money with NLP?*

Ross - I think I just covered that. Find needs, fill them. Teaching NLP doesn't fill much of a perceived need, for a very large market.

Olivier - *It seems to me that you are creating very original material (vs. just copying what others do). I am referring here to Speed-Seduction® and your new Magick products. How do you go around and create new material?*

Ross - Ha ha...well, this is a result of not being satisfied with where other people get stumped or feel they have to stop. And my parents taught me and all of my siblings (I have 2 brothers and 3 sisters), that we were the smartest people in the world and could learn to do anything and could eventually find the answers to anything, if we kept looking.

One day, when I was around 7 years old, I was sassing my mother. And she looked at me, and shook her index finger at me and said, "If you don't stop smarting-off, you are going to grow up to be an iconoclast!"

And I said, "What's that?"

And her answer was, "An iconoclast is someone who goes around knocking over other people's idols!"

And I thought, "COOL! NEATO! THAT'S WHAT I AM GOING TO BE!"

So what I like to do, is gather ideas from all sorts of sources...I do a lot of reading...then I do a lot of my own trance work and get ideas there...then I go and I experiment and see what works...I add things and subtract things and see what plays out best...I keep journals and logs...sometimes I get stumped for a while and I just leave it alone and move on to something

else.

Plus, what I have done with Speed Seduction is to create a very open architecture…so that students can contribute ideas, their own angle and take on things...someone will come up with a breakthrough and then someone else will apply it to an area the first person never thought of and BOOM.

So, by owning the copyrights and trademark, and being the leader, but NOT being the only authority and encouraging contribution, I can have a real mastermind group. This is something people, in the NLP world, need to learn.

Olivier - *What are the most effective marketing tools you've used?*

Ross - Free publicity.
Being like my customers and understanding their fears, frustrations, hopes and needs.
Writing killer ad copy.

Olivier - *In developing your business, is there one big mistake you made and if so, how did you overcome it?*

Ross - No mistakes...there were technical errors in the development of Speed Seduction®. Some wrong turns, deadends, in terms of the concepts and tech, but that is to be expected. And I trusted some people on my team, who never should have gotten near me. I could have selected a bit better, for sure.

Olivier - *Ross, there are two types of people who are listening to us: newbies who want to get into the business of NLP and already established NLPers.*

For the first group I'd like to ask you this question:

Could you just tell us how you would go about creating your own NLP product step-by-step if you were a beginner today and were on a tight budget?

Ross - Don't think of an NLP product. Think of a need people have... people who have never heard of NLP and never would want to...then come up with a solution, incorporating a few NLP ideas.

Olivier - *Also, what resources would you recommend? (Authors, books, tapes etc.)*

Ross - Dan Kennedy, Gary Halbert, Joe Polish (www.joepolish.com)

Olivier - *Now, for the already established NLPers:*

Are there 2 or 3 common mistakes you see NLP business owners make that are costing them lots of money?

Ross - They are selling jargon-laced training that occur over weeks or months. People want solutions now. Tom Vizzini and Kim McFarland have the right idea in their Essential Skills products and seminars...you should interview them on this, not me.

Olivier - *When starting a business, sometimes fear stops us, what technique or resources would you recommend to overcome this challenge?*

Ross - Do your homework. Bone up on marketing. Find your market. Identify specifically what solutions you are bringing to people and why they should buy from you.

But, who says you have to start a biz? Just incorporate NLP skills into

what you are already doing, damn it! That is the smartest answer.

11.6   Interview with Elizabeth Payea-Butler

Elizabeth Payea-Butler is the founder of one of Canada's top NLP institutes: NLP Possibilities with DHE (Design Human Engineering). (www.nlppossibilities.com) She created one of the most ingenious applications of NLP I've ever seen: NLP for Kids camp. With this original concept she is reaching an untouched market. I wished I'd learned NLP when I was 10. :)

She reveals an amazing step-by-step plan anybody can follow, to start from scratch and build a thriving NLP business. From marketing…to time management!

Olivier - *Elizabeth, could you please be so kind and tell us a little bit about yourself, who you are and what you do and so on?*

Elizabeth - My name is Elizabeth Georgina Payea-Butler and I am a single, 52-year-old woman, living my personal lifestyle blueprint with passion, satisfaction and joy. I am a visionary, a teacher, a healer and a peaceful warrior. In the past, I was simply a "warrior", now I am more mature and have NLP language skills on my side. My personal dream is to receive the Nobel Prize for Peace.

I facilitate NLP seminars, in Canada, through a company I founded, called NLP Possibilities. I also mentor NLP Practitioners who studied with me and are starting a new business or are incorporating NLP into their current business. I am known as the only NLP Practitioner Trainer, with a specialty in DHE, certified by Richard Bandler and I love the title and I love my job. I also have the job titles of "Head Godmother" for Godmothers Unlimited, and "Head Camp Counselor" for the NLP Kids Camp.

I have a variety of hobbies, writing and hosting murder mystery dinners, creating and telling children's stories, colorful crayon artwork and

whispering to horses. I do hands on volunteer work for different community organizations. I am more of a "do good-er" than a "talk good-er". I enjoy watching trees grow and water flow, theatre, fine dining, traveling, and charity fundraisers.

Olivier - *Your NLP Kids Camps is, in my opinion, unique and quite original. Could you tell us a little bit about that project? What has been the public's response?*

Elizabeth - I originally conceived the idea of the NLP Kids Camp in 1993, to be precise, on day 3 of the Toronto NLP Practitioner Camp being taught by John LaValle of NLP Seminars Group. John had mentioned his son, John Sebastian, a number of times, during the seminar and I began to remember different times in my own childhood and how I responded to situations, compared to how my friends responded to the same situation and wondered what made our responses different. I have no idea what John was teaching that day, because I am sure I was in trance all day, developing a plan for an International NLP Kids Camp.

Today, the NLP Kids Camp is a four-day fun experience for children ages 8 to 13. We have a seminar room and camp counselors able to accommodate up to 25 children. Currently, the fee is $200.00 per child, eventually, all children attending the camp will be "Gifted" by Godmothers Unlimited, a foundation created for wish granting. The camp counselors are NLP Practitioners or Master Practitioners who have taken their certification through NLP Possibilities. Each counselor chooses what NLP tool they would like to teach and how they will present the material.

For example: Modalities…might become sensory acuity sensors….through story telling Sub-modalities… might become space ship control panels……or perhaps personal palm pilots. Eye accessing cues…might become brain pointers with some head, neck and shoulder exercises for relaxation. State changes...might become "A day at the Improv".

We believe learning is fun and children learn best when they are enjoying themselves. So, the camp counselors are encouraged to be creative and to

enjoy working with the children. They love what they are doing. The children of today are the leaders and followers of tomorrow. Our goal is to give them a better foundation for responding to and perhaps defusing situations, instead of overreacting and fueling situations. It is one small step toward a more peaceful world, in the future.

So far, we have generated interest in the camp concept, here in Canada. We have received inquiries from other countries and are simply taking it one step at a time.

Olivier - *You are one of the top NLP Institutes in Canada. Could you tell us how you made it to this status?*

Elizabeth - When I opened my NLP business in 1993, NLP was not well known in Toronto. I invested five years building awareness through one-to-one sessions, presenting evening workshops on different NLP related topics, wrote a children's column, and did a few radio interviews. I also upgraded my skills continuously, by attending NLP seminars with John LaValle and Richard Bandler. The more I interacted with others NLPers and NLP Trainers from around the world, the more well known our institute became. I also have to give a lot of thanks to participants, who took the time to contact John LaValle, the president of the Society of NLP and speak highly of their experience with me. Over the years, many clients have passed through my office door, and many have attended our NLP seminars. Word of mouth works wonders.

Olivier - *You know, people fall in love with NLP, they go out and take some seminars and then they ask themselves: Wow, it's great…but how do I make a living with that?*

What would be the best advice you could give to them?

Elizabeth - I would say "take a deep breath and sit down in a comfortable chair". Before embarking on a whole new career, take a look at what you

currently have and see what new idea can be created by adding NLP to your toolkit.

Start with a lifestyle blueprint and then generate ideas using NLP to manifest the lifestyle you desire.

Olivier - *In your opinion what are the best ways/strategies to make lots of money with NLP?*

Elizabeth - In my opinion the most effective way to make lots of money with NLP is to focus on what you think the money will bring you. When you focus on money for rent, you get money for rent, when you focus on a family vacation; the rent seems to find the money for itself. Is it really about money or about quality of life?

Olivier - *What are the most effective marketing tools you've used?*

Elizabeth - Word of mouth and testimonials would be number one. Our website and its connection to the Internet is number two. Our email newsletter would be number three. Our database mailing would be number four. Print ads would be number five.

Olivier - *In developing your business, is there one big mistake you made and if so, how did you overcome it?*

Elizabeth - I probably could compile a list for this question, however, the one big mistake I made was blocking the business from accepting credit card payments.

How I overcame it, was by agreeing to get out of the way and letting the system flow.

Olivier - *Elizabeth, there are two types of people who are listening to us: newbies who want to get into the business of NLP and already established NLPers.*

For the first group I'd like to ask you this question:

Could you just tell us how you would go about creating your own NLP product/service step-by-step if you were a beginner today and were on a tight budget?

Elizabeth - First, I would sit down and generate three dreams...
A personal dream… (The attainment of this dream would signify the touching of many people's lives, exquisitely.)
A business dream… (The attainment of this dream would signify an amazingly successful journey and a steady progression of steps, demonstrating many levels of accomplishment.)
A legacy dream… (The attainment of this dream would signify something both the company and I have contributed towards.)
I would also ask anyone working with me, at this time, to do the same thing. Better to discover early on what a person's true passion is.

Second, I would identify what my product/service is, at this time, and who my current target market will be.

Third, I would develop or have developed for the company, a website and "remember to launch it". I would also look for any compatible websites that would allow me to link with them or to register my company information, free of charge.

Fourth, I would develop my admin side. Office/telephone/computer, plus business cards/banking/credit card etc. Create a very detailed job description for an Admin Coordinator, include everything imaginable, for now and the future and be prepared to be one, until I could afford to hire one.

Fifth, I would create an inexpensive media kit, and compile a list of local radio and television talk shows that I would be willing to be interviewed on.

Six, I would identify five different places my target market would look for my product/service and get price quotes for advertising and identify any article submission opportunities.

Seven, I would prepare advertising material and/or articles for the five areas I identified.

Eight, I would sit down on the second last day of the month and review my three dreams and where I currently am and ask myself "what can I do in the next thirty days that will bring the accomplishment of my dreams closer?" Then, make a list of tasks to be accomplished during the next month and simply do them.

Olivier - *Also, what resources would you recommend? (Authors, books, tapes, etc.)*

Elizabeth - I recommend a minimum of one day a week be invested in exploring and discovering the unnoticed, this could be in any form. My favorite question when something unusual sparks my curiosity, "What is that all about?"

Many great inspirations come from the most unexpected places. Read biographies of successful people, in a field you have no interest in. Be curious as to how others embrace health, happiness, productivity and peace, and you will experience richness and prosperity, in all areas of your life.

Of course, if it is an NLP business, Richard Bandler is my first choice in everything, books, tapes, CD's and videos. Anything sold on www.purenlp.com is worth the investment. Bookstores in other countries sometimes have interesting NLP books that are not available in Canada. When you've found a book that was really interesting and useful, look at the bibliography, for three source books and add them to your reading list.

Other reads I have enjoyed:

Superself – Charles Givens,
Secrets of Self Employment – Sarah and Paul Edwards,
Guerrilla Marketing for the Home-Based Business, and Way of the Guerrilla
– Jay Levinson,
Secrets of Power Marketing – Peter Urs Bender,
Think and Grow Rich and Napoleon Hill's a Year of Growing Rich –
Napoleon Hill,
Seven Habits of Highly Effective People – Stephen Covey,
Simple Steps to Impossible Dreams – Steven Scott,
Making Your Dreams Come True – Marcia Wielder,
The Trick to Money is Having Some – Stuart Wilde,
Do What You Love, The Money Will Follow (Should be re-titled to Do What
You Love, The Money Is There) – Marsha Sinetar,
Clean Your Clutter With Feng Shui – Karen Kingston,
Conversations With God – Neale Donald Walsh,
Brain Gym – Dennison and Dennison,
Mega Skills – Dorothy Rich
Exceptional Trading, The Mind Game – Ruth Barrons Roosevelt

Tapes I have enjoyed: If Success is a Game, These Are the Rules – Cherie
Carter Scott
The Aladdin Factor – Caldwell
Self Matter – Phillip McCraw
Success and The Self-Image – Zig Ziglar

Olivier - *Now, for the already established NLPers:*

*Are there 2 or 3 common mistakes you see NLP business owners make
that are costing them lots of money?*

Elizabeth - This is a tough question and one that I could hand you a list of
expensive mistakes I have made, over the years. I think the one I hear most
often is "more free than fee" work. Some NLPers have hearts bigger than
their bank accounts. I use to "help" people by giving them a free session or
a free seat in a seminar, because they couldn't afford the fee. One day, my
accountant added a new column to my books "NON deductible charitable

donations". I suggest all entrepreneurs who provide a service add this column to their books and keep track of how much free work they really do.

The second big mistake is "waiting until the time or product is right or better yet, perfect". I have watched more than one marketing campaign fail because the perfect brochure wasn't ready for the mailing.

The third big mistake is "worrying about the future". Did we learn nothing from the episodes from Star Ship Enterprise and all the other Enterprise generations? The Future is affected by the Now.

Olivier - *When starting a business, sometimes fear stops us, what technique or resources would you recommend to overcome this challenge?*

Elizabeth - I would book an appointment with me and enjoy two days in the fresh country air, setting the purpose and direction of the new business.

Or

If it is a busy head type fear…can't think clearly, with lots of voices and pictures in my head…I would visualize a person sitting at a desk, on the desk is a file marked "Great Idea" and the person is freaking out and pulling files from a filing cabinet marked "The Past" and dumping them on top on the "Great Idea".
Once I notice I am looking through the past, to see the present or future…I would simply give the person who is freaking out a vacation and go for a walk and ask a calm and efficient temp to go in and return the past files to the past filing cabinet, while I am walking or having a coffee or whatever it takes to change my position.

If it is a stomach type fear…nervous stomach/anxiety…I isolate the feeling, play with it a bit, turn it around and put it back in. The feeling of fear can be turned around and become excitement, for fuelling action.

Olivier - *Any last thoughts?*

Elizabeth - My personal motto: Awareness   Reason   Response
I live in a very real world and I have bad hair moments. The key is to become aware (Awareness) of any change in state…then get curious…"What is this all about?" (Reason)…from the answer, simply respond in a way that creates a win/win/win. (Response)

"Many of life's failures are people who did not realize how close they were to success, when they gave up." ---- Thomas Edison

"The key to consistent successes is the willingness to change again."
 --- Elizabeth Georgina Payea-Butler

11.7   Interview with Joseph Riggio

Joseph Riggio is the creator of Mythogenic Self and is the president of Applied Behavioral Technologies. (www.appliednlp.com) His training courses are being taught all over the world, in 8 languages. If you want to learn how to start from scratch, build your own field and take it to the world, then listen to what he has to say. One other thing, you'll absolutely love the insights he gives about coaching!

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Olivier - *Joseph, could you tell us a little bit about yourself, your organization, what you do and so on?*

Joseph – Well, that's actually quite a big question. The REALLY short version is that I went to university and studied architecture. After practicing as an architect for about eight years, I woke up one morning and decided that I no longer wanted to be an architect, as a way of making my living. I went to my partners, on that day and quit, selling them my share in the practice that we'd built up over four years, for about $10,000.

I didn't really know what I wanted to do except to "work with people in some way" - so among some other things, to make some pocket money while I decided how to do this, I trained dogs for the next 4 years. While I was doing that I was studying neuro-cognition in a doctoral program and that's when I started training in NLP, as well.

During that time (this was in 1988), I met Richard Bandler, as part of the practitioner training (NLP) that I was participating in and the impact of that evening was that I'd decided I would do NLP for a living and made a commitment to learning what I needed, to do that. I went on to train under Roye Fraser, for the next five years as a "disciple" or "apprentice" of sorts – kind of like an intensive mentor/student relationship, in an old guild or the martial arts.

While this was ongoing, I was dabbling in building a consulting practice in and around NJ. Then in 1995 I "got it!" and knew it was time to really go out and do something with what I'd been learning and started my consulting and training practice with gusto.

I had established my company Applied Behavioral Technologies, in 1990 and had done a number of consulting projects, in those previous five years, including developing and delivering a world-class sales training program, including an NLP aspect. A Danish company picked up on this training in 1996 and I began delivering it for them worldwide. I started another company with a Danish partner in 1996 to do this, which is called JS RIGGIO INTERNATIONAL, INC., and I've been delivering sales training, negotiation training and leadership training, through this company, since then.

We now have the ability to deliver these programs in eight languages (English, Spanish, French, German, Italian, Portuguese, Danish and Japanese) and run offices in New Jersey (our headquarters), California, England, Denmark and China (PRC). JS Riggio International, Inc. is one of the most significant international training companies, offering programs based in the NLP technology, with clients in more than a dozen countries worldwide and multi-million dollar sales revenues.

In addition, I've been developing my own NLP workshops, based on my years of training with Roye and drawing heavily from my martial arts training and studies in neuro-cognition and philosophy. The primary form of this training is my Mythogenic Self model, which is presented through Applied Behavioral Technologies, Inc. The MythoSelf model addresses personal development from a highly integrated and whole-form way. Most NLP training is built around addressing epistemological issues or how people construct what they know about themselves and their lives, their world-view or, in NLP terms, their map of the world.

The MythoSelf model is built around ontology or how a person knows themselves to be – the issue of their identity, in its most primal form - this is who they are, before they even know themselves. This model allows a person to come to know themselves without the "mask" of culture or

conditioning and to learn how to operate out of this position, which has great power and integrity for them.

I've been told that this training is very "spiritual" and provokes a profound sense of awakening and reverence in people, for themselves, their lives and also for others. I don't particularly refer to this training as "spiritual", however, I can understand how people might say this, as I do agree that the results, of participating in this training, are often profound for them.

I also, on occasion, do training in hypnosis and professional development using NLP based models. I've done a few workshops for other NLP trainers in their practitioner and master practitioner programs, usually, they ask me to demonstrate calibration and hypnosis skills, as this is an area within the NLP community where my reputation is best known.

I have a particularly somatically focused way of calibrating and I tend to be both very specific and to notice extremely subtle shifts in micro-muscle changes that generate profound shifts, when integrated into change-work, especially, when combined with hypnosis. I've been known to put people into deep somnambulistic trances, simply by having them adjust one particular muscle in their bodies in a particular way, such as flexing the adductor muscle in the inner thigh, up close to the groin and holding that as they access (eye-access), in a particular way.

These days, I find more and more of my time and attention going to helping people start-up as coaches/advisors and consultants, in their own businesses and helping those already in their own businesses, build them up to make them more successful. I'm involved in doing this in a few different ways that I think are highly complementary.

1. I work with individuals one-to-one as an advisor/coach to them.

2. I do workshops, both on my own and with others, to build specific business skills and also NLP and related skills, like hypnosis applications.

3. I work with a few select clients, as a consultant, to actually help them build their business directly - usually those who are working as B2B

(business to business) coaches/advisors and consultants, although, I have one or two clients who are more interested in building practices, built around doing private work. I see myself more and more, in the future, doing this as the focus and primary area of my personal practice.

So, that's where I'm coming from and what I'm up to these days. Oh yeah, I recently bought www.nlp-world.com and NLP World (the magazine) as well and we're planning to make the first the definitive portal for NLP, on the Internet and the latter the definitive periodical source for NLP, in the marketplace, with a definite emphasis on applications of NLP, especially, as they apply to professionals and business.

Olivier - *Coaching is a very popular trend. You offer a seminar on how to make money by being a coach entitled: "Kick-Ass Consulting." (I love the title!) . Since our listeners are NLPers, I feel they are more than qualified to become efficient coaches. Could you give us some guidelines to become a successful coach?*

Joseph - So, you want to know all my secrets! Okay, I'll pick up the gauntlet and address your challenge. Here goes.

Well, to begin, I agree - coaching is a very popular trend these days. I'm not quite sure if what I do or teach is coaching, as I understand how most people who use that term, to refer to the activity, use it. My experience is that, what most people refer to as coaching, is either based in goal-setting or skills development or a combination of the two.

The coach is expected to help his/her clients to establish and reach their goals, sometimes by addressing skills development or introducing their (the coach's) specific expertise. What I do is more based in my skills, as an NLP practitioner/Trainer and follows more along with what I do when I do private work with a client.

I elicit from my clients how they are, at their best and from this state, I elicit with them a direction, which will allow them to continue to remain like this – at their best. Then we generalize and integrate this state throughout their

lives, along the path of the direction we have established. This is a much more generalized and integrated approach than goal setting, as it allows for a greater spontaneity. It is not based in established pre-fixed or set outcomes, but rather it references and filters what comes up for them, through the intention of holding this state and the path of the direction for their lives that they've established.

In addition to my skills in working with them, in this way, if I bring any expertise, it is in the areas of strategy and the analysis of those with whom they interact, to produce their outcomes, through time. I think of my role more as an advisor and consultant than coach - but maybe we're just talking semantics, here.

To answer your question, the guidelines I'd offer, begin with the single most essential point - "Know Thyself!" I know this guidance isn't new or particularly clever, however, I believe it's essential to being truly successful. Only when you know yourself can you be sure when you're addressing your client or yourself. The biggest skill a coach/advisor/consultant can bring to the party, in my opinion, is clarity. Then and only then, can they offer their particular expertise.

If we're talking about coaching or advising clients, it's also significant that you have the skills required to assist people in making fundamental change, not just incremental change. This requires an ability to work outside of cause and effect and linear patterns. NLP is a wonderful skill-set to have access to, in this role, because so much of how a person gets stuck can be discovered, tracked and modified using it. The six questions I'm most likely to ask, in this role, are:

1."What has to be true for "that" to be true of this person (my client)?" (This is what I refer to as the "Ultimate Meta-Model Question")

2."What is it that most limits this person?" (This will always be a function of how they succeed, not how they fail, as most people tend to think.)

3."What will they (my client) have to give up to get what they want?" (This is related to the idea that they already know how to succeed to the current

limits of their success and this way of succeeding limits them from getting to the next level of success.)

4."What are they (my client) like when they're at their best and operating with integrity?" (This is related to my comments above regarding my style as a professional advisor and consultant and beginning from what works and generalizing that.)

5."What is this person's intent?" (This also refers to my comments about my style and approach with regard to the concept of direction over outcome.).

6."What would it be like if they were already getting the results they desire?"

Then I help them in organizing themselves, so that they can move beyond what limits them and get those results. These are, in part, my "secrets" to successful consulting. Simply stated, start and end with positive intention from the positive bias. Build "satisfaction" into the system, right at the start and then seek to amplify that experience, as you build the results you're getting with your clients.

Finally, I want to add that to be successful, a professional coach/advisor/consultant must be focused. They must build the critical mass of learning and skill to apply themselves, in a laser-like way, to getting the specific and precise results they set out to get. The successful professional will first decide what these are for themselves and only then, will they be able to know how they can help others and where to apply themselves.

Olivier - *You created Mythogenic Self. Could you tell us a little bit about this technology and how you created it? Also, how you managed to get it this popular?*

Joseph - As I mentioned above, this model is based in my NLP training and the work I did with Roye Fraser, as well as my study of the martial arts and philosophy. The basis of the model is to lead an individual to find their

personal mythology and live their lives through it. This follows the pattern established by Joseph Campbell in his book, "The Hero with a Thousand Faces", which he referred to as the "Hero's Journey." An example of this pattern is played out in many movies, including one of my favorites, the Star Wars trilogy (with Luke Skywalker).

What we do in the Mythogenic Self model is to take a person through their own "Hero's Journey". (This term refers to both men and women, in this model.) The NLP model provides us with some of the tools we use to do this, as does hypnotic modeling. The process is equally based in language and somatics. A fundamental component of this model is the belief that you cannot make a change in the mind, without a corresponding change in the body, as they are actually one entity - body-mind, not two, body and mind.

The way it became as popular as it is, I believe, is twofold:

One, it really works - people who participate in MythoSelf training get results in their lives. An example of this is at Applied Behavioral Technologies, Inc., where we're in the process of building and making available, professional applications of this model. We are presenting this model to businesses, as a leadership development model and have also begun to run a few consulting projects, built around it.

I'm currently working with one client who has a $40 million IT company who wants to grow it to a $125 million dollar company, in the next five years or less, who has retained me, through my company, to bring this model into his business and work with all his managers. In essence, we've completely redesigned and rebuilt the organization according to the principals of the MythoSelf model. (I'm not selling it under that name as a B2B product.) We started together 2 years ago and at that time, his business was returning about $12 million/year in revenues, so, we've already come a long way. In the process, he's become a big fan as well.

And two, I've stayed with this process, my own learning around and within it, and my commitment to others using and applying it - relentlessly. I think what sometimes appears as skill, or even brilliance, in some cases, is actually more about persistence and tenacity than anything else. With

persistence and tenacity, skill and brilliance build, become possible and finally, manifest. Also, I'm unabashedly confident in telling anyone who wants to listen, how I think this process will change their lives (and now their businesses, as well) for the better.

Olivier - *You're using two marvelous marketing strategies: newsletter (e-zine) and Yahoo groups. They are fantastic as they allow you to keep in touch with your customers for free and allow interactivity with them. Have these been effective marketing strategies for you?*

Joseph - Yes and primarily for the same reasons I've outlined above - I've stayed with them long enough, to make an impact. Many people give up, before they've given what they're doing a chance to become effective, for them. There are also other marketing strategies, that we employ, that work brilliantly for us, including finding the very best people we can and creating opportunities for them to do what they want to and become part of what we're doing, while they do it. You can look forward to more of these efforts becoming obvious, as we continue.

Olivier - *People fall in love with NLP, and then they go out and take some seminars and ask themselves: Wow, it's wonderful! But how do I make a living with that?*

Joseph - That's a great question! It's the most common question that I'm asked and that is left unasked. I think we've addressed this, in many ways already, but specifically regarding NLP - develop their skills to a world-class level. This sounds obvious enough and yet, it is uncommon enough to be a true rarity. I've had the pleasure and the honor of working with some of the best NLP people in the world and I can say with great confidence that there are only a handful of them. I like to think that I've taken my own advice, in this case and I've worked diligently at developing my skills.

My clients recognize the skill and knowledge I bring to them and that's what makes the difference, more often than not. You don't develop the level of skills, I'm referring to, in a week or a month or even a year. My observation

is that mastery at this level, takes about five years to develop, on average. This is not a function of aptitude or effort, but a function of experience or "time in grade", as the military likes to refer to it. You just have to allow yourself the time it takes to build it into your bones - repetition is the mother of all skill.

In the meantime, while you're doing this, spare yourself no amount of effort or money, in doing what it takes, to seek out the very best teachers you can find and spend as much time with them, as you can. Then, work as much as you can, putting what you're learning into application. Anytime you get a chance, practice what you're learning, as you go. People will spend four years or so getting a college or university degree and then work for 2 to 10 years in developing their skills in the field, before they really begin to hold senior level positions professionally.

Even the whiz kids of the dot.com craze, realized that experience is the difference that makes the difference, when it comes to sustainable, long-term success. Now the venture capitalists and investment bankers believe it too. To be a professional in many other fields, requires an additional 2 - 4 years of graduate education beyond the first university degree and many years of professional training beyond that, after they have gotten this professional degree.

What would make anyone think that it should be so different for those who want to be successful NLP professionals? Even the NLP professionals who claim that it's possible, in much less time, have been doing it for at least five years, before anyone was listening to them.

That may not be the answer you were looking for or hoping for, yet it's the best and most accurate answer I can offer. Now, with that said, it doesn't mean they can't be making a living while they're doing this. What's important is to bring everything else they have to offer with them, to what they are proposing to offer as NLP professionals. They should focus on what they know and until they have the skills to offer "pure" NLP based services, to the level sufficient to make them the living they desire (this is a lot easier to do at first, if you are willing to be humble), they can combine what they're learning, with what they already know.

Another critical aspect of this advice, is to remember you don't have to reinvent the wheel to be successful. Most professionals are successful doing what they've learned from others brilliantly, not because they've created something new. This is a unique tendency in NLP, because so many people have heard how Bandler and Grinder invented/created/discovered a new field and think they have to replicate this to be successful. The most successful NLP professionals I know, other than maybe Richard Bandler, are successful because they're successful at applying the NLP model, to specific applications, as they've learned to do it, not because they've invented something new. You don't have to reinvent heart or brain surgery, to be a brilliant and successful surgeon.

Olivier - *What would be the 3 best pieces of advice you could give them?*

Joseph - I've already said it:

1. Build world-class skills.
2. Focus on doing what you know.
3. Don't think you have to reinvent the wheel.

Olivier - *What are the most effective marketing tools you've used?*

Joseph - 1.   I think the Internet and the things I've done there, must be up in the top three.
2. Personal referral/recommendation – mostly, this is a result of building great skills and doing good work with them.
3. Writing and talking about NLP formally and informally - this is part of becoming part of the NLP community-at-large.

Olivier - *In developing your business, is there one big mistake you have made and if so, how did you overcome it?*

Joseph - Probably I'd say I took longer than I needed to, in becoming focused. I overcame it, like I've done many other things - I stuck with it, persistence and tenaciousness. What I had to learn is that choosing what to focus on, isn't as much about giving things up (although, that what it seemed like, before the fact) but rather, about what I most want to be able to be doing. Once I got this point, it became much easier, almost automatic.

The irony is, that once I gave up trying to do everything, for everyone and decided to focus on what to do in a limited way, the success that resulted created the opportunity to do many more things than I would have ever dreamed of doing, before that.

Roye once said to me that I was unwilling to be a "One-trick pony" and yet it was what I most needed to learn to do. At the time, I thought of it as insulting and yet, I recognize there was great value in that advice.

Olivier - *Joseph, there are two types of people who are listening to us: newbies who want to get into the business of NLP and already established NLPers.*

For the first group I'd like to ask you this question:

Could you just tell us how you would go about creating your own NLP product/service step-by-step if you were a beginner today and were on a tight budget?

Joseph - Sure, I wouldn't.I'd pick one thing that I'd learned while training in NLP, that both fascinated me and I liked doing and I'd do choose to do that, exclusively. I'd think in terms of whom this would benefit the most, what "target" group would gain the most from me, delivering this service to them and I'd target them exclusively.

Then and only then, after I got successful doing this, would I build from there and follow the natural flow. This would allow me to build from success. What's interesting, is how few beginners seem to be able to follow this advice and how many successful professionals think this way naturally,

after 20 or so years of doing it.

Olivier - *Also, what resources would you recommend? (Authors, books, tapes etc.)*

Joseph - I'd recommend anything that interested and fascinated them, which is related to what they're doing first. I always recommend Campbell (Joseph) and I'm also a fan of Robert Anton Wilson's, "Prometheus Rising." It's important to build some business skills and there again, I'd recommend that they find the authors/speakers that appeal to them most - there's always more than one way to build knowledge and skills. Some of my favorites are Michael Gerber, Tom Peters and Margaret Wheatly, for different reasons.

I also like the classics in business by Schumacher and Drucker and would highly recommend both the "Practice of Management" and "Innovation and Entrepreneurship" by him (Drucker), as places to start 'serious' study in business. Finally, I think it's more important to keep learning, than to worry about what you're reading or listening to, if you find that you start a book or tape and it's drudgery to get through, unless you know for some reason that what you're looking to learn is in there and it's the best or (rarely) the only source for this information, put it aside and read something else, instead. You can always come back to it or you may find that what seemed important, at one point, turned out to not be so important, after all.

On the other hand, I'd also recommend reading some of the business magazines that are out there. These days some of my favorites include: Business 2.0, Harvard Business Review and on occasion Inc. I also read the Economist, when I get my hands on a copy or when the cover story particularly interests me (then, I'll actually buy a copy). I'll read Selling Power, on occasion, as well and I'm a big fan of Utne Reader (the only magazine I regularly read cover to cover, other than Business 2.0, these days). I can't seem to get through either Fast Company or Wired, although I know some colleagues who think very highly of these publications, as well.

My final advice would be to bridge the gap, between gathering enough information from a number of difference sources, to become well and broadly read and also to go deep enough, to get the value from what you're reading and studying - a little tricky at times and very possible, if you put some attention on it.

Olivier - *Now, for the already established NLPers:*

Are there 2 or 3 common mistakes you see NLP business owners make that are costing them a lot of money?

Joseph - Same-same, not focusing enough, is the first and foremost - focus is the difference that makes all the difference. Then, after focus, is throwing money at things, in an effort to "solve some problem." This is a fear-based response. The idea is that if they spend enough trying to fix what's wrong, not just with money, but also with their time, attention and energy, as well, they'll have to succeed, in getting past the limitation, that the problem presents.

Usually, this is accompanied by worry and concern, with what will happen to them (and their businesses), if they don't solve the problem.

The opposite is also true – not spending enough time, attention, energy and money on getting what they want, as an outcome. This is the reverse of the above mistake, in that instead of determining the specific outcome that they want to produce in their business, they try anything and everything hoping that something will work - this is a result of insufficient time, attention and energy devoted to building great solutions, regardless of and in spite of, any perceived problems.

Then, even when they do decide upon an outcome, they don't build the solution that will get them there, because they won't make the investment in time, attention, energy and money. In this case, it's a function of both accessing the resources and building the context, in which success becomes inevitable.

This is many times, a function of sticking with "it" long enough, once again - instead of looking for the more interesting, new and exciting thing to do, they should perfect what they already do and then perfect that again. Do this for 20 years and you'll build a world-class reputation for excellence in service and in innovation while you're at it - two real assets in building a successful business, by any standards.

Olivier - *In your opinion, what are the best ways-strategies to make a lot of money with NLP?*

Joseph - This sounds like the "Magic-Bullet" question. I really don't have an answer that's a lot different from the ones I've listed above. Get really good at what you do; focus and do it long enough to get your outcomes. What I can offer is that there are huge areas of opportunity that seem to be looming on the NLP professional horizon. One of the areas that I think is interesting, right now, is for profit education.

There are tons of operators of private schools, from nursery schools to secondary schools and colleges (both professional/technical and academic), who are running for profit operations. These folks would benefit greatly from access to NLP technology. At the lower grades, it would improve their abilities to get results with students and run their businesses more effectively and at the higher levels, it would be great to make it available, as part of the curriculum, to get more success from the students, directly. Another area, is in doing modeling projects.

There's great opportunities out there for NLPers who are good at modeling, to build "best-practice" models, in all kinds of areas, but if I were going to mention just one, it would be in healthcare administration and operations, as my example. I also think that the whole area of coaching and consulting will remain viable, for those with good skills. What I'd be thinking about is, how to build a successful business, outside of NLP training, if I were coming to NLP today, and it's my advice for new practitioners, as well.

What will always serve those who are striving to be successful, at building businesses, is the ability to market themselves and their businesses well. At

the initial stages, as a sole practitioner, I'd recommend they take a look at Jay Conrad Levinson's advice for "Guerrilla Marketing" and pick one or two strategies that appeal and seem to apply and stick to those. At the next level, are a bit more sophisticated techniques, like making presentations and I'd recommend some of the Tom Peters material, here.

Then, there's large-scale marketing, for a significant investment and at this point, I'd recommend hiring a professional to assist, if at all possible. I tend to follow the advice given to young attorneys, "A lawyer who represents himself/herself has a fool for a client."

Olivier - *When starting a business, sometimes fear stops us. What technique or resources would you recommend to overcome this challenge?*

Joseph - You're kidding me about this one, right? This is for NLPers, isn't it? If they can't answer this, they aren't ready to help others yet. I'd recommend going back to whomever they got their training with and ask them. If they don't get a good answer, they should get their money back and use it to come to a MythoSelf training and then plan on coming to "Kick-Ass Consulting" with John LaValle and me.

Really, it's the basis of the work I do, with my professional clients. I help them build the skills, confidence and focus to apply them to growing the businesses they dream about running. Usually, fear is about not knowing what to do or how to do it, not fear itself.

It's essential to start from skills and then you can build the confidence and focus you need, to not just begin, but to succeed beyond your wildest imagination. It's a step-by-step process. Every journey begins not just with a single step, but a single step in the proper direction. Keep it simple, discover what you're good at (or get the learning to become good at something), focus on what you want to attain, focus on how you want to get there and take action - endlessly notice what the results of your efforts are and refine and perfect your skills and your approach. Do this long enough and you won't remember just when it happened, but you will have already become a success.

# 12.	The Systems

(Specific step-by-step plans you can follow)

As I was interviewing the different NLPers, I discovered that they shared roadmaps one could follow to make a living with NLP:

How they started and what they would do, if they were to start all over again, knowing what they know today.

So I said to myself: "It would be great if I could access this knowledge without having to scan through all the interviews to find what I am looking for."

So that's why I created this summary. It'll allow you to quickly get your hands on the different roadmaps you can use to start your NLP business. Of course, use it only after you have read the interviews, otherwise it will not make that much sense to you.

Listed alphabetically by name:

♦**Gabriel Guerrero** (click here to read the interview)

Very simple, yet so effective:

Start with groups of 3-4 people. Get results then crank it up, with ads in newspapers and the Internet.

What I love about this, is that it helps you to start. It's believable to begin your training with only 4 people and then grow from there.

♦**Michael Hall** (click here to read the interview)

1) Find your passion and/or niche. Specialize for a few years, making sure you're not a generalist, but a specialist. As you specialize, you will come up with your own patterns/models.

2) Learn how to sell your expertise.

3) Create a plan.

He modeled millionaires, so that he would become financially independent and free to do what he likes most: research and training.

I have to say that these are also things I love to do ☺

The plan:

1) Find what you're passionate about, what you're good at and know about. Then specialize.

2.a) Find who is going to be your market: Where can you find them? Who are they and what are their felt needs? You can segment them by demographics and psycho-demographics.

2.b) Create a specific game plan to get their $ and enter that market.

3) Give more than asked, ask for referrals and testimonials.

This is good stuff. It's general enough for anybody to use right away, yet specific enough to get your actions coordinated.

♦**Kevin Hogan** ([click here](#) to read the interview)

1) Get the proper training and certification.
2) Get results with yourself and others.
3) Keep a journal and track what is making a difference in your life.

I like the idea of the journal and also, this plan allows you to understand NLP from experience, instead of intellectually.

♦**Rachel Hott and Steven Leeds** (click here to read the interview)

1) Get certified, know the product and read NLP literature. Experience NLP in your own life and explore the work from different sources.

2) Niche it! If you work in computers, you could teach salespeople in the computer industry.

3) Learn how to do marketing. And the secret ingredient: NETWORK!

♦**Elizabeth Payea-Butler** (click here to read the interview)

As I was reading her answer, I discovered that the following are the steps she went through, as she built her business:

1) Built her name, one person at the time, with one on one sessions. Did evenings on different NLP topics. Wrote a children column. Did radio interviews.

2) Upgraded her skills with Richard Bandler and John LaValle.

3) Interacted with NLPers around the world. That allowed her to become more known.

4) Got good publicity from word of mouth.

Now the plan she would follow, if she were to start all over again:

1.Create a personal dream. (Help many people)
2.Business dream. (Many levels of accomplishment)
3.Legacy dream. (To contribute.)

She would ask anyone that worked with her to do the same thing. Better know in the beginning what their vision, hopes and goals are.

What is the product/service? (At that time)
Who is the target market?

Launch website, look for links and register your information.

Develop the administration side, detailing everything.

Get a media kit and a list of radio shows and television shows you could be interviewed on.

Find 5 places where your target market would be looking for you. Get the prices quotes and information on how to submit articles.

Prepare articles/advertising for these 4 areas.

Sit down on the last day of the month. Think of your 3 dreams. Ask yourself: "What do I need to do in the next 30 days to come closer to my 3 dreams? "

Make a list.

Do it!

How's that for a complete a step-by-step action plan! You've got everything covered, plus it's in the right sequence. You've got no excuses anymore…take action…NOW!

♦**Joseph Riggio** (click here to read the interview)

●The long-term goal is to develop your skills to a world-class level.

•This is not an overnight process. It may take up to 5 years to really become a world-renowned expert. But in the mean time, you can still build a thriving business.

•Make sure you seek out the best teachers you can find and invest the time and money needed, to do so. Anytime you get a chance to practice what you're learning, seize it!

And so:

1) Pick one thing in NLP that fascinates you and you enjoy doing.

2) Do that exclusively. (Specialize!)

3) Find a target market that could benefit from that you have to offer.

4) Target them exclusively.

5) Once you have succeeded, build from there and go with the flow.

I personally love the concept of focusing on one thing and then becoming a master at it. That way you focus your energies in one direction making sure you develop both competence and a strong reputation. I find this approach reassuring. You avoid feeling confused about what to do. Your actions and energies are all focused at the same place.

13. Olivier, how did they market their NLP courses again?

This chapter is a quick reference guide for those of you who would like to offer NLP training. (practitioner, master-practitioner etc.) I have made a summary of the best techniques that were used to successfully sell NLP.

Listed alphabetically by name:

♦ **Gabriel Guerrero :**

•Start with small groups. (3-4 people) Get results and then go to the next level by promoting your business via ads in newspapers and on the Internet.

♦ **Michael Hall:**

•Word of mouth: give them more than they asked for.

♦ **Kevin Hogan:**

•His ezine "Coffee with Kevin Hogan". He delivers unique information, which compels his subscribers to read his ezine.

•Be active in public venues.

•Be a published author.

•Have a reputation for being a skeptic.

●Have a simple, friendly website.

♦**Rachel Hott and Steven Leeds:**

●Network.
●Give free speeches in companies.
●Join associations.
●Offer free NLP previews.

These are excellent ways to build credibility quickly.

When I asked her how she managed to get an endorsement from Jack Canfield, she simply said: "I asked!"

How did she get on radio? She had an outcome, was confident and took action.

What is their best marketing strategy?

●Their website and email list.

Other tips :

●Be on the Internet!
●Network with NLPers around the world, via the Internet.
●Allow the customer to experience a personal connection with the trainer.

♦**Elizabeth Payea-Butler**

●Word of mouth and testimonials
●Website and a connection to the Internet

●Newsletter
●Database mailing
●Print ads.

♦ **Joseph Riggio**

●Have a newsletter (e-zine) and use Yahoo's Groups. Stay with them long enough to make an impact. Many people give up, before they've given what they're doing, a chance to become effective for them.

●Find the very best people you can and create opportunities for them to do what they want to and become part of what you're doing, while they do it.

●The Internet.

●Personal referral/recommendation - mostly this is a result of building great skills and doing good work with them.

●Write and talk about NLP formally and informally - this is part of becoming part of the NLP community-at-large.

14.   In Conclusion…

It is my hope that this ebook will allow you to think in new ways.

If you're a beginner, then I want you to take MASSIVE action.

I want you to find what makes the most sense to you and **boom**! *Launch yourself in an amazing adventure!*

Keep your actual job, if you have to, but **begin now**.

Realize that this will not be an overnight success, it may take you a few years to get were you want to go…so take it easy and make sure each step feels as good as where you want to go.

For those of you who have a lot of background in the NLP industry, I would invite you to create your own Ebook, or workshop or whatever and share with us your experience with making a living with NLP.

I am always open to adding other interviews and content to my material. This ebook will be in constant evolution. So feel free to contact me, if you think you have something that would benefit my readers.

Above all else, I am here to help you, so contact me whenever needed and keep me informed of your progress in building your own successful NLP/information business.

I will be sending you updates in the coming months, regarding NLP and other insights and resources I discover.

Finally, I wish you a truckload of good feelings and a lot more of what you desire and is appropriate for you ☺

Your friend,

Olivier