

Marketing Your NLP Skills:

How to Transform NLP into Neuro-Linguistic Profit

by Mark Furman

So you're trained in NLP—now what? How can you make money with your new skills? Is it possible to create wealth with NLP? The answer is yes. For most newly trained practitioners the first thought is to run out and open up an institute to teach NLP. If this is your aspiration—wonderful, I strongly recommend that you continue learning the finer points of NLP by climbing the educational ladder with a credible institute. While we certainly want to encourage new practitioners to continue to spread this wonderful cognitive science, this is not necessarily the *only* way to make money.

So how can you build wealth with your NLP skills? Well, if you have already opened a training institute to teach NLP you must specialize in order to differentiate yourself from all the rest. If you haven't opened an institute there is a world of potential opportunity awaiting you. If you want to create wealth with your NLP skills then you must create something *new* with them—a new market, a new pie to slice up. The most important lesson we have learned from marketing is “positioning”—to build wealth in the 21st century you must be *first* in a *new* category—first in the *mind* of the prospect. Whether you are re-positioning your existing institute, business or service or positioning a new

one for the first time, the process is essentially the same.

The basic steps to building wealth with your NLP skills are very simple. First you must take a serious inventory of your background, your knowledge and your skills. Next, you take a good look at the world around you and ask yourself, “what business or personal problems can I solve with my unique combination of skills?” Once you have isolated the problem, you have found your target market segment. Now you create a “brand,” connect it with a unique message, and deliver that message effectively. How you can do this is the subject of this article.

Personal Inventory— Integrating NLP with your Existing Skills and Knowledge:

Recombination is the seed of innovation. New things are never really new, they are simply re-combinations of existing elements. The first key is to make an inventory of the things that you know and the skills that you have and combine them in a way that has not been done before. No two people who enter NLP training ever have exactly the same knowledge and skills. We are all unique. And we are

all capable of creating new ideas. The key to developing something new is to learn how to express that uniqueness. An excellent source for stimulating original thought is the article—“*Matrix of Genius: Cognitive neurophysics and the development of extraordinary human intelligence*” (*Anchor Point*, Jun.–Oct. 2000).

As you list on a piece of paper all the areas of knowledge that you have and all the skills that you are proficient at, you will realize that many new services can be developed from that uniqueness. Take any three, draw a triangle, and list each of the three on a different point on the triangle and ask yourself, “what type of service can be created from this combination?” Clearly an NLP trained attorney will be able to create very different services and solve very different problems than an NLP trained therapist, teacher, or medical practitioner. Each combination of life skills is suited to solve a different class of problems for a unique segment of the population.

Let's look at a few examples. Suppose you are a photographer and you have just learned NLP. What can you do with it? Well the first thing that comes to mind is that you can use your persuasive communication skills such as the “Milton

Model," Meta-Programs and Slight of Mouth to sell more photographs to the same market or open up a new one—maybe even sell your work to magazines and journals. Another way to integrate your two skill sets is to use your knowledge of submodalities, representational systems and anchors to create pictures that advertising companies, businesses or organizations can use to sell more products for their clients.

Let's say that you are a teacher and you have just learned NLP. How can you integrate these two skills in order to make more money? You can combine your knowledge of "strategies," representational systems, and anchoring to develop a system for accelerated learning in the subject

that you teach—a system to learn mathematics or languages more efficiently. You can then begin tutoring for extra income and continue to test and improve your ideas. From there you can assemble those tools into an integrated technology and license the idea to a computer software company for a lifetime royalty or even become a consultant for the teaching industry.

What if you are a real estate agent in a depressed market? My wife and I recently used our NLP skills to sell our own house in just three days and for 15% more than the going rate just days after we were told it was the wrong time to sell. We did this simply by applying our knowledge of representational

systems, submodalities and anchoring. Our goal was to make—"seeing" our house an unforgettable multi-sensory experience from the moment you walked in. In addition to making sure it was spotless and everything was in just the right place, the smell of fresh brewed coffee floated from room to room, we baked chocolate chip cookies for potential buyers to smell and eat, classical music was playing just audibly in the background to create a sense of a cultured environment, books containing the works of Shakespeare, Einstein, Plato and Picasso were strategically placed throughout the house—especially in the children's rooms, and most importantly those potential buyers who came knocking always saw my wife playing with the kids either in the house or in the back yard. Needless to say, thanks to the power of anchoring, many positive associations became linked to our house, everyone who "saw" the house put in an offer, which drove the price up fast. Our house became the *home* that everyone wanted to have. What could you do with this knowledge if you were a real estate agent and sold homes every day for a living or even as a consultant to or trainer for the real estate industry?

What if you have some acting and singing background? Combine that with your knowledge of the Milton Model and Slight of Mouth and you can develop "healing theater" for terminal cancer patients. What an innovation in health care that would be. Just imagine all the unexplained spontaneous remissions that might create.

Do you like politics? Maybe you can become a political speech writer

or political image consultant and have an influence on the next presidential campaign. Have you been an executive for a large company? You can use this experience to become an executive coach. Have you applied your NLP skills to improve your relationships with your spouse and children as well as your health? You could become a *life coach*. Do you enjoy law? How about becoming a court consultant and teaching lawyers how to pick juries that will favor their clients?

As you can see it doesn't really matter what combination of skills you have combined with NLP. There is always something new and innovative that can be created from a clever integration. With each new integration that you identify there is

a new class of problems that can be solved.

Determine your Market Segment—Chunking Down Is a Wealth Strategy:

Once someone learns NLP the first thought that occurs to them is, "I can use this to help *anybody* do *anything* better." Unfortunately there is no such person as "anybody" and if there were, they wouldn't be very motivated to pay their hard-earned money to learn how to be better at "anything"—they want to be better at "something," something specific. Only poor people try to be everything to everyone—you must pick a target. The first thing you must do to narrow your market from "anybody" to a specific

"someone" is to *find a problem* that only you can create a solution to with your unique combination of skills. Look at different industries that you have some background knowledge or interest in. Listen carefully to people in that industry. Pick up some trade journals at the bookstore or library and ask yourself, "what types of problems do they currently have that I could solve with these new skills?"

Why find a problem that only you can solve?—Because you don't want any competition. Competition creates "commodity" businesses—where the final decision a consumer makes comes down to price. You must—*differentiate* yourself in a different way if you want to attract and *keep* customers or clients. If a client

is attracted to you because of price, they will eventually leave you for price. There is always someone that can do it cheaper and that strategy eventually puts everyone in the industry out of business except for the one or two business tycoons that can secure the capital to consolidate the industry.

One of the most important goals in marketing is to secure a dominant position in the mind of the prospect—marketing is a battle for the prospect's mind, and the prospect's mind thinks in categories. For marketing purposes, one way to think of a mental category is that it is a generic product or service “plus” a core human value. One example of this is Volvo. A Volvo holds first position in the prospect's mind for a “safe” car. “Car” in this case is the original generic category and when you add the core value “safe” to it you have a new category—which was a “segment” of the original one. Those who are first in a given category have the best shot at being able to secure that treasured position and the monetary rewards that come with it—the problem is, how to become first. In today's market place, in order to create an opportunity to be first in a category, you must create a new category. To

create a new category you must narrow your focus and appeal to a segment of an existing category—you must *specialize*. In NLP we call this mental process “chunking down” and it is an essential one to master if you aspire to become wealthy by using your new skills. Create your own product or service category, be first in that category, and you can name your price—that's called *positioning*.

In the world of marketing, “chunking down” is not just a mental process—it's a wealth strategy. In the early 1990's brain imaging became a new category within the field of neuroscience with the introduction of the MRI, the PET scan, and the SQUID. Each brain imaging technology captured a different segment of the neuroscience research market by capturing a different resolution of the brain or aspect of its functioning. The MRI made use of magnetic fields and radio waves to unveil the structure of the brain. PET scans tracked the meanderings of regional cerebral blood flow throughout the brain to reveal to researchers which parts of the brain were activated during different types of cognitive tasks and in what order they were activated. And SQUIDS detected global, dynamical patterns of intercellular magnetic

waves underling brain function revealing how far from equilibrium our brains really are from moment to moment. As I continued to watch the development of better, more elaborate mouse-traps for revealing the workings of the *brain* I thought to myself, but what about the mind? What can these technologies tell us about how our mind works and what to do when it's not working so well? From this ever-so-slight shift in categorical thinking came the development of the first “mind-imaging” technology based on principles of neurophysics—*NeuroPrint*. Remember, one of the best ways to create a powerful brand is to narrow the focus on the leader in an existing category. Once you get to the prospect's mind first, the next problem is how to stay there.

Branding—Defining and Differentiating Yourself in the Market Place:

Once you have created a new category that you can be first in, you must then secure a dominant position in the mind of the prospect. To do this you must create an *Identity* for your service within that new category. This creation of an identity is called “branding” and it is critical that it is done effectively if you want to continue to hold the first position in the category that you created—think category first, branding second. In this next step you need to determine who you are and how you want to be known by the sea of potential clients and customers in your target industry. What do you and your service stand for? What values? Then you come up with a name that you can consistently link to those values

www.nlpanchorpoint.com
We are adding more articles each month to the magazine web site.
The site also contains a full listing of the Activities with links to the training centers.

or standards. Here are the rules for creating a name that sticks:

- Eleven letters or less—it must be easy to remember after hearing it only one time.
- No more than four syllables—easy to remember, easy to say.
- Sound it out phonetically to listen for negative associations imbedded in the name—the name must trigger positive feelings.
- Use Rhythm—either make it rhyme or use alliteration
- Evoke a multi-sensory image (at least three representational systems)
- Make it unique—common words turn the brain off—we are trained to pay attention to difference. Make your name as original as possible. The name must create a feeling of importance in the potential client/customer
- Make it shocking, unexpected or paradoxical

Using several of these laws I created the name “NeuroPrint” to identify the first *mind-imaging technology* ever to be developed and clearly differentiate it from brain imaging technologies. It’s simply a set of algorithms or rules designed to allow a psychotherapeutic practitioner to construct a visual model of the human *mind* that can be used to make assessments and design rapid, personalized psychotherapeutic interventions using general sets of tools like NLP. I will discuss NeuroPrint in more detail in a future article but for those of you who are too curious to wait you can learn more about it in *The Neurophysics of Human Behavior: Explorations at the Interface of Brain, Mind, Behavior and Information*.

At any rate, a name creates an identity for you and your service within the new category that you have identified—a good one creates an identity that is distinct from everything else. If you want to be a leader in a category you must first tell your prospect what your category is and then who you are—you must be memorable.

Designing your Message:

Next you must figure out how to explain what you do. The key is that it must be brief, clear and to the point. To explain what you do to a potential client you don’t really want to explain “what” you do, that will potentially bore and confuse them. What you really want to do is explain the *benefit* they will get from what you do—how what you do is the solution to their problem. The most important key here is to boil the message down so that you can explain your service or business in *two* sentences—that’s all you get before people lose attention in this information overloaded world—two sentences whether you are speaking with them over a telephone or writing a letter to your prospects. One of those two sentences must contain an immediately recognizable “benefit” from the client’s perspective—the “solution” to the client’s specific problem. And the other should contain some compelling proof of your claim. The best solutions for businesses are those that increase profits, cash flow, revenue or save money. Once you have created a statement that tells the prospect “what” you will do, you will want to think of two to three ways that you will accomplish this for the client—“how” you will do it. I might say something like this on the phone:

“Hi, My name is Mark Furman from *MindSight, Inc.* We specialize in the development of mind-imaging technologies that psychotherapeutic professionals can use to attract and keep new clients and increase their bottom-line profits. The reason that I’m calling you specifically is that we have recently developed a process called *NeuroPrint*. With it we can teach you how to make a detailed, visual “blueprint” of your client’s mind, uncover the structure of their presenting problem and custom design a rapid intervention that will last. If you’re like most change professionals, you are always looking for ways to be more effective with more clients so you can grow your practice and make more money, isn’t that true?”

Remember, you are selling a *solution* to a problem—in this case, not enough clients or not enough money.

Delivering your Message:

Once you have boiled down what you do, how you do it to solve a unique problem and who your target market is, you must then pick a way to deliver your message. The method of delivery will vary with the type of problem you are solving and the target industry. Can you convey your message over the phone? Does it require graphic images to understand? In that case you might be better off crafting a letter. Does it have to be demonstrated? If you are starting on a low budget there are six methods of delivery that you can use in combination to deliver an effective message:

- Telephone
- Personalized Letters

- Word-of-Mouth
- E-mail
- Writing articles and newsletters
- Conducting Seminars and Workshops

The telephone is a very fast and inexpensive way to introduce yourself and your message to your target industry. It is very powerful when used in conjunction with a *personalized* letter before and after the telephone contact. Once you have spoken with your prospect on the telephone you can ask for an e-mail address. This is a way that you can keep your name and service in front of them regularly so that you can create familiarity.

Writing articles on your unique subject allows you to expand on your ideas and solutions in greater detail than would normally be possible in a letter and it has the potential of reaching many more people without the expense of mailing once it is published. The same is true for seminars and workshops. An additional advantage to the seminar or workshop is that you can perform live demonstrations. If your solution requires a demonstration, then seminars and workshops can be very effective ways to increase your client or customer base. Seminars, workshops and articles allow you to get your message out to many people at once—it's a high-leverage delivery vehicle. You can also offer complementary seminars or reduced-fee workshops to get your message out.

Of all the methods, none are as powerful as word-of-mouth. Once you help someone solve a problem that no one else has been able to

help them solve, people will talk about you—especially to others that have a similar problem. Word-of-mouth creates an exponential spread of your message—especially if it is easy to remember and easy to explain. Regardless of the delivery vehicle you choose to get the message out, there is one important rule you must follow. In your key communications you must *immediately* state your most compelling claim with brevity and conviction and then back it up with proof. If you bury this vital information in your fifth paragraph it will seldom, if ever, be seen or heard—state it immediately.

If you are not constrained by a low start-up budget and you have followed all the rules contained in this paper concerning market segmentation, and branding, then advertising can be an extremely effective method for getting your message out. If you are going to use advertising I recommend that you test your ads in a trade journal that is well read in the market segment you have targeted.

So, what is your unique skill set? What types of personal and business problems are your skills best suited to solve? Who is your target market? What name can you create that will convey the meaning and qualities that you would like to be remembered for? What is your unique message? How will you deliver it? Remember always that you are doing business with human minds—your objective is to be first in the mind of your prospect, and stay there.

The editor's current e-mail
address is:
terryfieland@attbi.com

REFERENCES:

- Furman, M. E. and Gallo, P.** (June, 2000). *The Neurophysics of Human Behavior: Explorations at the Interface of Brain, Mind, Behavior and Information*. Boca Raton, FL: CRC Press
- Furman, M. E.** (2000). "The Matrix of Genius: Cognitive Neurophysics and the Development of Extraordinary Human Intelligence—Part I."—*Anchor Point*, June.
- Furman, M. E.** (2000). "The Matrix of Genius: Cognitive Neurophysics and the Development of Extraordinary Human Intelligence—Part II." *Anchor Point*, July.
- Furman, M. E.** (2000). "The Matrix of Genius: Cognitive Neurophysics and the Development of Extraordinary Human Intelligence—Part III." *Anchor Point*, Aug.
- Furman, M. E.** (2000). "The Matrix of Genius: Cognitive Neurophysics and the Development of Extraordinary Human Intelligence—Part IV." *Anchor Point*, Sept.
- Furman, M. E.** (2000). "The Matrix of Genius: Cognitive Neurophysics and the Development of Extraordinary Human Intelligence—Part V."—*Anchor Point*, Oct.

©2002 Mark Evan Furman
All Rights Reserved



Mark Evan Furman teaches NLP trained professionals how to earn an income with their NLP skills and has recently completed a one-year consultancy with IRT as Management and performance consultant. He is a human performance scientist, author, international lecturer, and consultant. He is the founder of cognitive neurophysics, an interdisciplinary branch of science dedicated to the development of peak human performance. Through his lectures, workshops, and writings, Mark has trained, mentored, and coached business executives, managers, trainers, consultants, speakers, educators, medical practitioners, and sales and marketing professionals spanning four continents.

Mark has authored 30 seminal papers of international significance many of which were subsequently published in 42 countries. Selected papers have been registered with the U. S. Library of Congress and translated into Russian, German, French, Spanish and Portuguese. He was published in January of

1997 by the *American Management Association* with an article on human performance and is frequently cited by business and management graduate and post-graduate students nationwide.

Mark's book, *The Neurophysics of Human Behavior*, has been highly recommended as an indispensable handbook for the guidance of serious professionals in the fields of business management, training, consulting, sales, marketing, education, therapy and medicine. His developments in *human performance modeling and engineering* and his pioneering theories on skill transfer and the modeling of peak performance, have been widely integrated into business, medical, therapeutic and education platforms throughout the U.S., Brazil, Uruguay, Russia, Europe, Canada, South Africa and Australia. Mark and his *human performance modeling*

and *engineering* have been the subject of several national business magazines and local radio talk shows including: *Incentive Magazine*, *Corporate Meetings and Incentives*, and *The Business Plan* (on NJN public radio).

He has provided consulting, sales, and communication seminars and performance development training for such companies as *Century 21*, *Syntronics International of Switzerland*, *Degraf Industries*, *Interactive Response Technologies*, *21st century Training Solutions*, *Human Performance Innovations*, *The Southern Institute for NLP*, *Gibbons Enterprises*, *Sylvian Learning Systems*, *The Keys to Success*, *South Regional Department of Education-Moscow*, *Austrian Institute for NLP*, and the *Metropolitan Insurance Co.*

By the age of 37 a record of his prolific contributions to humanity was placed within

the pages of the *Marquis'Who'sWho in the World*, the public library's most respected encyclopedic resource for historical documentation on living world leaders.

Mark can be reached by email at neurosci@gate.net



* **!!SUBSCRIBE NOW!!** **!!SUBSCRIBE NOW!!** **!!SUBSCRIBE NOW!!** **!!SUBSCRIBE NOW!!** *

Anchor Point Magazine Order Form **Yes!** Rush me one year (12 monthly issues) for only \$39.00 (U.S.)
 Call toll free: 1 (800) 544-6480 [CHARGE CARD ORDERS IN USA & CANADA ONLY] Outside USA call (801) 534-1022

Name <small>(Please Print)</small>
Address
City
State
Zip
Country
Phone Number

One Year Subscription (12 Monthly Issues)	\$39.00
Canadian Subscribers Add \$10.00	
Other Foreign Add \$20.00 (1st Class - Air Mail Delivery)	
TAX (Utah Residents only) \$ 2.40	
Back Issues: ___ issue(s) @ \$5.00 (outside USA add \$2.00)	
Please indicate: Month: _____ Year: _____	
Total (see note below)***	

Check ___ Visa ___ Mastercard ___

Card Number
Exp. Date
Signature

Please make checks payable to **Anchor Point Publications, LLC** and mail with this completed form to:



Anchor Point Publications, LLC
 323 South 600 East, Suite 250
 Salt Lake City, Utah 84102 USA

*** All Subscriptions must be paid in advance in U.S. Currency and paid with a designated charge card, postal money order, or funds drawn against a U.S. bank. There will be no exceptions. Price subject to change without notice.

* **!!SUBSCRIBE NOW!!** **!!SUBSCRIBE NOW!!** **!!SUBSCRIBE NOW!!** **!!SUBSCRIBE NOW!!** *