

# The Secret Technology Behind The World's Greatest Communicators

## Dr. Sulo's Crash Course in Neuro-Linguistic Programming

NLP was created by Richard Bandler and John Grinder. It's a model. Grinder used his language knowledge and combined it with Bandler's computer programming mentality to model what effective therapists did to create change.

These two modern day geniuses modeled people like Milton Erickson (hypnotist), Fritz Perls, and [Virginia Satir](#) (family therapist), took the most effective patterns from each and created a practical, replicatable system to get consistent results. They also borrowed heavily from Gregory Bateson and Alfred Korzybski of "the map is not the territory" fame and author of [Science and Sanity](#). Korzybski held "Neuro Linguistic" trainings almost 40 years before Bandler and Grinder came on the scene.



If you are interested in learning great methods to keep your family together check out Virginia Satir's book The New PeopleMaking here: [www.covertcommunications.com/cgi-](http://www.covertcommunications.com/cgi-)

[bin/pl.cgi?vspeplemaking](#)

Initially NLP was used mostly by therapists (since that's where the model originally formed from) and now it's applications have extended into almost every area of life (sales, business, negotiation, modeling, teaching, government, etc).

One of the great things about NLP is that it contains models that teach a person to effectively model other things.

There are all sorts of outgrowths from NLP and it has become somewhat of an industry. 90% of what Tony Robbins does is NLP based. He decided to rename it Neuro Associative Conditioning (NAC).

Here's the core of NLP (there are all kinds of spin offs from the base model)

First of all NLP is based entirely on certain presuppositions. Presuppositions could be considered base beliefs. Kind of like an operating system on a computer. Every program you run goes through that operating system (i.e.-Windows). So, the more flexible the operating system the more options you have when running a program.

Presuppositions are the internal, mental environmental structure we build that directs our  $7 \pm 2$  bits of conscious attention span. This is the Greenhouse effect I talk about in my persuasion newsletter, except applied internally.

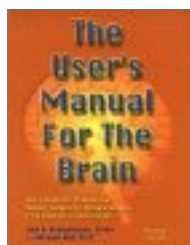
These presuppositions form the environment from which all NLP techniques take form.

Bandler defines NLP as "an attitude, backed by a methodology,

which leaves a trail of techniques”. Most people who are familiar with NLP just know of the techniques.

Bandler has also said that he created NLP so he could do whatever he wanted. From what I've experienced, ALL of Bandler's trainings are created in such a way as to INSTALL THE NLP ATTITUDE which basically is all about FLEXIBILITY. He jars your consciousness through stories and unconscious communication to create a more flexible mental system. ATTITUDE (and your state of mind) is everything in NLP. Controlling your state and attitude comprise the majority of what NLP is all about.

The point is that the basis of NLP is the presuppositions and the attitude you have when you use these presuppositions. Here are some of them (list taken from [The User's Manual For The Brain](#) by Bobby G. Bodenhamer and L. Michael Hall. I recommend this book highly if you are just starting out in NLP. The explanations of each of the presuppositions are mine.):



If you really want to learn NLP (easily) from A to Z you **MUST BUY THIS BOOK!**

[your mental map. The Meta Model adds more details. The Meta Model gives us more choices through details. When you want to add more details to someone's mental map use the Meta Model.](#)

- [The way the Meta Model is explained in many books makes it very complicated when in fact it's not.](#)

- [If you truly want to get advanced you can learn all about](#)

["comparative and superlative deletions," "universal quantifiers," "modal operators" and more by getting the book I recommend: The User's Manual For The Brain.](#)

This is a Crash Course, so all we're interested in here is enabling you to start using some of this material TODAY. So, I'm about to show you a little trick that can sidestep 10 days of training in the Meta-Model so you can start using it right away.

## **1. WHEN DO YOU USE THE META-MODEL?**

This question is important. Using the Meta-Model at the wrong time in the wrong way can create enemies.

Why?

Well, let's say you said to me, "I always do well at school." and I said "Always?"

You might say with disappointment as you think and remember, "Well, there was a time that I failed this math exam."

What did that do? ALWAYS is a generalization and the Meta-Model makes us go to specifics. However, in this case I didn't really help the other person out by making them get more specific did I?

So, when DO you use the Meta-Model? When someone's deletions, generalizations, and distortions are not helping them or you.

For example, a customer says "No one buys used cars from Ford anymore." You COULD say, "Who specifically do you mean when you say no one?"

This kind of questioning makes people re-consider their maps.

## 2. HOW DO YOU USE THE META-MODEL?

I make it real simple. When someone says something that is coming from a map that is restricted and does not allow them the perspective they need on a situation I simply ask questions and here's some examples to try out:

- "I can't learn math" - What would happen if you did/didn't learn math? (Gets the person to look at what they think is possible more closely.)
- "That's not important"- According to whom? (Gets the person to search for the reference for this value judgement and from there they can evaluate whether it's useful or not- with a little help from you.)
- "Nobody loves me" - Who specifically doesn't love you? (Gets them to define a real reference point and then you can go from there. Many times people will take an isolated situation and generalize it across their whole life. So, if one specific person dislikes them- they think EVERYONE dislikes them.)
- "I'll be better off if I don't buy this car" - Better off according to what standard? (This gets them to look at their comparisons)
- "He really screwed me over" - How did he screw you over specifically? (This gets the person to truly define what they mean by the verb "screwed")

Another effective way to use the Meta-Model is to ask these questions of yourself and then create a story that illustrates that there are other options for the person involved.

The following chart is reprinted with permission from The User's

# Manual For The Brain by Dr. L. Michael Hall and Bob Bodenhamer.

## The Meta-Model of Language

<i>Pattern</i>	<i>Response</i>	<i>Prediction</i>
<b>DISTORTIONS</b>		
<b>1. Nominalizations</b> Process words frozen in time "We lack communication."	Turn noun back into verb "Who's not communicating?" "How would you like to communicate?"	Recovers the process, actions, movements, etc.
<b>2. Mind-Reading</b> Claiming to know someone's internal state "You have a problem with authority."	Question source of data. "How do you know . . .?" "What lets you know . . .?"	Recovers source, means Discovers process
<b>3. Cause-Effect</b> "Causation" assumed without adequate description "You make me angry."	Ask about process. "How does this process work?" "How does what I'm doing cause you to choose to feel angry?"	Recover the mechanism that explains the cause  Recovers the choice
<b>4. Complex Equivalence</b> Two experiences interpreted as synonymous "Her frown means she's rejecting me."	Ask about the equation E.B. = I.S. (External Behavior = Internal State) "How do you equate her frown with feeling rejected?" "Has anyone ever frowned at you that didn't reject you?"	Recovers the External Behavior and Internal State  Recovers Complex Equivalence  Counter Example
<b>5. Presuppositions</b> "If you knew the importance of school, you would study harder."	Ask about assumptions "What leads you to think that I don't know the importance of school?" "How do you assume this statement holds true for me?" "I don't study efficiently?"	Recover assumed ideas

<i>Pattern</i>	<i>Response</i>	<i>Prediction</i>
<b>GENERALIZATIONS</b>		
<b>6. Universal Quantifiers</b> Universal generalizations such as all, every, never, no one, etc.	Find Counter Example "All?" "Never?"	Recovers exceptions, causes, details, Counter Examples
<b>7. Modal Operators:</b> <b>a. Modal operators of necessity/desire</b> as in should, shouldn't, must, must not, have to, need to, it is necessary "I have to take care of her." <b>b. Modal operators of possibility/impossibility</b> as in can, can't, will/won't, may/may not, possible/impossible "I can't tell him the truth."	a. "What would happen if you did?" "What would happen if you didn't?" "Or?"  b "What prevents you?" "What would happen if you did?"	Recovers mode of operation Recovers causes
<b>8. Lost Performative</b> Value judgments apart from originator "It's bad to judge."	Seek source of statement "Who says it's bad to judge?" "Says who?" "How do you know?"	Gathers evidence Recovers source
<b>DELETIONS</b>		
<b>9. Simple Deletions</b> "I am uncomfortable."	"About what/whom?"	Recovers deletion
<b>10. Comparative Deletion</b> As in good, better, best, worst, more, less, most, least "She's a better person."	"Better than whom?" "Better at what?" "Compare to whom or what?"	Recovers Comparative Deletions
<b>11. Lack of Referential Index</b> Unspecified nouns and verbs - fails to specify a person or thing "They don't listen to me."	"Who doesn't listen to you?"	Recovers the noun or Referential Index
<b>12. Unspecified Verbs</b> Those verbs where the statement leaves out the person doing the acting or the desired action. "You don't care about me."	"How specifically do I not care about you?"	Specifies the verb

## THE MILTON MODEL (VAGUENESS)

The Milton Model is nearly the inverse of the Meta Model.

99% of the verbal “patterns” you hear from gurus are based entirely on the Milton Model. Its aim is the same- to increase choice and expand mental maps to increase flexibility.

The Milton Model was modeled after Milton Erickson, a brilliant conversational hypnotist. Hypnosis or trance involves a person having an inward focus.

If I tell you to think of a time where you met a certain person whom you really enjoyed being around and as you think of this person and as you read these words you allow a clear picture to form of that person, maybe hear their voice, smell their scent, you may begin to notice all those certain feelings you have, good feelings and **YOU'RE UNCONSCIOUS** knows how to make you have those good feelings anywhere. **NOW**, as you read this, **YOU'RE UNCONSCIOUS** can transfer those good feelings to **LEARNING**, really **LEARNING** this material. Because, **FEELING GOOD**, allows you to learn soooo much quicker. And I don't know if you can begin to apply all you are learning from reading this right away or if you'll just start using it when you're finished reading. I do know that tonight you'll sleep and dream and as you sleep and dream **YOU'RE UNCONSCIOUS NOW** can begin to **INTEGRATE** all you've learned here and manifest new behaviors, new attitudes and new beliefs that will **INCREASE YOUR FLEXIBILITY AND JOY**. **NOW**, you can come back now.

Unfortunately, hypnotic language patterns don't work all that well



on paper. So, please, take the above paragraph with a grain of salt and a smile on your face.

Vagueness allows you to internally find references for the words I use. When I say a “certain person”, your mind searches its data banks for a certain person. The Milton Model occupies the conscious mind with words while the unconscious mind does all the work. The Milton Model taps the unconscious's ability to use all your inherent resources and not be restricted to the conscious minds 7 +/- 2 bits of information. Read [Patterns Of The Hypnotic Techniques Of Milton H. Erickson, M.D.](#)

The use of hypnotic language, along with proper voice inflection and something called embedded commands CAN be very powerful and very persuasive.

The underlying theme in all this is that your unconscious mind can hear things and interpret things differently than your conscious mind can. Your unconscious mind looks for patterns. Your conscious mind listens to the words. In hypnosis and the meta-model you are almost doing a magic trick by keeping your conscious mind occupied while you are speaking directly to someone's unconscious processes.

## THE FOUR FACILITATING MODELS

### ANCHORING

Tony Robbins calls it Neuro Associative Conditioning. You learned it in presupposition #17 (Humans have the ability to experience one trial learning). Pavlov rang his bells and dogs salivated. How do you feel when I say IRS Audit? What about that

song that reminds you of that person you loved 10 years ago, when you hear it does it bring back all the feelings involved? We can associate anything with anything. Remember a time right before you purchased something that you really wanted. You know, when you walk into a store, or pick up the phone to dial into a catalog, or log onto that website and you just can't wait to get it. Maybe you heard about it from a friend, read about it somewhere and it piqued your interest and curiosity to the point where NOW you just have to have it. See what you saw right before you bought it, Hear the words you told yourself (maybe "I gotta get this"), feel all those feelings. NOW, as you enjoy those feelings say these words in your mind "DOKTOR SULO". Again, "DOKTOR SULO". Very good.

## **REFRAMING**

See Presupposition #12. Reframing is one of the most extensively used techniques in NLP by Richard Bandler. Most comedy applies reframes. Your mind is heading down a road it's been a million times and you expect it to continue that way. Then WHAM! A reframe redirects you.

## **RAPPORT BUILDING**

As I said earlier, if you have enough rapport you can do almost anything. Most verbal patterns fail to work because A. the person didn't create a context where the verbal pattern is appropriate and B. there wasn't enough rapport. Rapport is gained by making a person feel you are like them. You can do this in a variety of ways. You can match their voice tone, tempo and breathing. You can mirror or match their body posture. You can match their beliefs. You can match their phrasing and their key words. The key to rapport is: you want to gain rapport rapidly- then you want to lead that person into your frame (context). People like what's the same or similar and learn from what's different.

## PACING AND LEADING

As you read this last portion of the CRASH COURSE IN NLP, while you are sitting at your computer or reading this on the printed page you may begin to think to yourself “The Doktor has really made NLP simple to understand in his Crash Course”. And as you say that, and as you continue reading this and your mind processes the words, you can begin to feel good about all that you learned here. And as you feel good about that, you may feel a compelling urge to EMAIL DOKTOR SULO and ask him when part II is coming out, or not. It’s your choice.

To close, I do want to say that true learning never takes place if you just read something. True learning involves at least the three major rep systems (SEE HEAR FEEL). So, go ahead and allow all this to sink in and integrate as you sleep and dream tonight and tomorrow when you wake up you may begin to notice certain changes in the way you go about things. Some people even tell me their whole life changes with this material. Even so, it’s always good to have real life examples of people so you can SEE, HEAR AND FEEL NLP in action. So, go ahead and go to a seminar hosted by an excellent trainer and incorporate this material into your life.

I also recommend you subscribe to the FREE weekly Accelerated Persuasion Newsletter by visiting

<http://www.covertcommunications.com>

ENJOY!

Persuasively,  
Christopher Tomasulo

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**Do you have some feedback or stories you'd like to share?** Just send an email to me at [doktorsulo@covertcommunications.com](mailto:doktorsulo@covertcommunications.com) I'd love to hear from you.

a talk show about a boy who had an intense fear of clowns. The boy was about 17 years old and he looked and talked like a pretty tough kid. When the host mentioned bringing a clown in, the 17 year old rolled up on the floor in a fetus position and started crying hysterically. A psychologist came on and asked the boy how this happened. The boy said that when he was 4 years old he was watching a movie ab