

# NLP

## Techniques Anyone Can Use



Roger Ellerton PhD, CMC

# NLP Techniques Anyone Can Use

by Roger R. W. Ellerton, PhD, CMC

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## Preface

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From time to time, each of us interprets the world, our actions or the actions of others in a way that holds us back from our true potential. NLP is a set of concepts and tools that we can use to attain our true potential if we are open to thinking differently or to seeing the world and those around us in a different way.

For almost 20 years, I have been studying, talking about, using and providing NLP-based coaching and training services and have observed the tremendous positive impact NLP principles and techniques have had on my clients. Personally, NLP has had a great influence on my own communication and the way I perceive and live life. As a Certified Management Consultant, former university professor and executive, I find NLP techniques invaluable for feeling resourceful and positive about myself, for gaining clarity on what I choose to achieve and for connecting with others as we express our differing points of view and work toward win-win results.

My purpose in writing this book is to briefly illustrate the power of NLP and to encourage you to explore how NLP concepts can make a difference in your life. I begin by showing that NLP is based on solid theoretical footings from respected disciplines such as: psychology, physiology, systems theory and communication. This is followed by six typical NLP processes that anyone – parents, coaches, those in the helping professions, etc. – can use to help themselves or their children/clients to be more resourceful in certain situations, be more aware of their actions on others or to undertake interesting and challenging opportunities without being sidetracked by anxiety. Beyond this book, there are many other helpful NLP processes that are available to you, if you choose to take the time to explore the potential for you, your family, your work team, your clients, etc.

Two introductory books that cover all of the basic NLP concepts from two similar, yet different perspectives are: *Live Your Dreams Let Reality Catch*

*Up: NLP and Common Sense for Coaches, Managers and You* ([www.live-your-dreams.biz](http://www.live-your-dreams.biz)) and *Parents' Handbook: NLP and Common Sense Guide for Family Well-Being* ([www.parents-handbook.com](http://www.parents-handbook.com)). Both books are available from Amazon.com, Chapters.ca, Amazon.co.uk, Barnesandnoble.com, other online book retailers and traditional bookstores. I highly recommend these books but then I am also the author. ☺

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## 1 Introduction

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NLP had its origins in the early 1970's when a young college student (Richard Bandler) and an associate professor (John Grinder, PhD (transformational grammar)) at the University of California in Santa Cruz studied the work of and modeled Fritz Perls (gestalt therapy), Virginia Satir (family systems therapy) and Milton Erickson (hypnotherapy). They integrated their findings with results from transformational grammar (Noam Chomsky), cognitive psychology (George A. Miller, Eugene Galanter, and Karl H. Pribram) and anthropology and systems theory (Gregory Bateson). Thus NLP is built on a solid theoretical underpinning from anthropology, neurology, psychology, physiology, linguistics (transformational grammar), systems theory, general semantics, cybernetics and communication theory.

For one reason or another, Bandler and Grinder seemed to miss the fact that the ideas of Perls and Satir were based on the original work of Abraham Maslow and Carl Rogers and others from the Human Potential Movement. These cutting-edge thinkers had helped set-up the Esalen Institute – a retreat center in Big Sur, California, United States, for humanistic alternative education in subjects such as meditation, massage, gestalt, yoga, psychology, ecology, spirituality, art, music and much more.

So what is NLP? Some NLP experts claim it's a form of therapy, as it began with the modeling of therapists Perls, Satir and Erickson. Indeed, most of the original NLP books were written from a therapy point of view and NLP can claim countless significant successes in this area. You can also argue that NLP is more about psychological health (self-actualization) rather than therapy, as Perls, Satir and Bateson were part of the Human Potential Movement that is based on Maslow's idea of modeling the best and healthiest in human nature.

Some NLP proponents confuse NLP with hypnosis or hypnotherapy, as many of the basic NLP principles and techniques are a result of understanding how Milton Erickson approached his work. The basis of Erickson's success was his

sensory acuity (paying attention), his ability to read non-verbal behavior, his ability to establish rapport with his clients, his skill with language patterns and his beliefs about his clients e.g.:

- ✓ Every behavior has a positive intention.
- ✓ Respect for the other person's model of the world.
- ✓ There are no resistant clients, only inflexible therapists.

And then there are those who would argue since Perls, Satir and Erickson were also world-class communicators that NLP is more about communication – how people use words to inform themselves and others, and in so doing create an interpretation of reality, which then has a great bearing on the behaviors they manifest. The NLP communication model provides us with a very useful tool for understanding communication issues (with ourselves, others and work teams) and how these issues can be addressed. The processes used by Perls, Satir and Erickson were discovered by careful observation or modeling. Thus we are directed to the process of modeling – modeling excellence in whatever form it may be (e.g. public speaking, managing, parenting) and then showing others how they can use this information so they too may achieve similar results.

According to Michael Hall ([www.neurosemantics.com](http://www.neurosemantics.com)), a noted NLP researcher and trainer, “And if they had really focused on that (communication), they might have turned to focus on business and if they had done that, the field of NLP could have possibly discovered the field of Coaching and would today own it. But they didn't. It would be many years later before NLP applications for business would develop.” NLP has had a significant impact on business. After all, business runs on its ability to communicate within its organization and with external partners, customers and the general population. Today, many more NLP books are being written from a communication, business or coaching perspective.

Six different NLP techniques are presented in the following chapters. Do not be fooled by their simplicity. If you are serious about making a difference in your life, in the lives of others, or in your business, these and other NLP techniques are the difference that will make the difference. Participating in an

NLP process is like swimming in a swimming pool. You are not really swimming if you are holding tightly to the side of the pool. You have to let go to fully experience the joy of swimming. Same with the NLP processes, if you are holding on tightly to unresolved interpersonal issues, reasons why you can't do something or circumstances that have limited you in the past, then you are not really exploring the true potential of NLP and your own true potential. Fully participate in these exercises – preferably with someone who can coach and share the journey of self-discovery with you – and bring what you have only dreamed of into reality.

A caution: The information in this book is not intended as a substitute for business, medical or psychological counseling. The author and publisher disclaim any responsibility or liability resulting from actions advocated or discussed in this book.



## 2 Gain a Different Perspective

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### *Perceptual Positions – Walk a Mile in Someone Else’s Shoes*

Getting different perspectives on an event or situation provides a more balanced approach to your thinking and subsequent actions. In situations where there is little or no understanding or progress, *perceptual positions* can provide a way of developing new understandings and creating new choices. The ability to experience yourself, your actions and their possible impacts from different perspectives is an essential part of effective communication. These are the four perceptual positions:

- ✓ First position: Experiencing the situation from your perspective. What did you see, hear and feel? You think in terms of what is important to you, what you want to achieve.
- ✓ Second position: Stepping into the shoes of the other person and experiencing (seeing, hearing and feeling) the situation as if you were that person. To the best of your knowledge and ability, you take on the other person’s beliefs/values, attitude, personal history and physiology and think in terms of how this situation would be interpreted from his/her perspective. You’ve heard the expression: “Before criticizing someone, walk a mile in their shoes.”
- ✓ Third position: Standing back from the situation and experiencing it as if you were a detached observer. In your mind, you are able to see and hear yourself and the other person(s), as if watching strangers on TV. You act as an independent, resourceful third person and observe the interaction – the sequence of words, gestures, and expressions that occur in the communication – free of evaluation or judgment. You think in terms of what observations or advice an independent, uninvolved person would provide to the person who looks and sounds like you.
- ✓ Fourth position: Viewing from the perspective of the larger system. If you are a parent having a discussion with your child, the larger system is the family. The fourth position is about ecology as you explore how your actions have an impact on the larger system, including those people who are part of this system and how the system may constrain what you perceive is possible.

## **Improve communication with family members (or other groups of people)**

Sometimes you have noble outcome(s) for yourself and your family, yet your behaviors – the way you communicate – are not in alignment to achieve your outcome(s), and you end up creating something other than what you desire. The following exercise will help you to align your behaviors with your outcome(s).

1. Select a situation about which you are open to exploring other views.
2. Make yourself comfortable and review in your mind your interactions with key family members from your perspective (first position). Notice what you see, hear and feel. When finished, clear your mind by looking around the room, standing or stretching your body.
3. From second position – to the best of your ability – take on the beliefs/values and physiology for each key family member (one at a time and clear your mind each time you access a different family member). Notice from their perspectives how they perceive your behaviors. Is this what you had intended to achieve? Are your actions improving your communication with family members and moving you closer to achieving your outcome(s)? Clear your mind.
4. From third position, taking a fully independent perspective, observe the interaction between you and key family members. Do these observations suggest possible changes you could make in your behaviors to improve your communication and move you closer to achieving your outcome(s)? Clear your mind.
5. From fourth position, notice the impact your actions have on your family at this time. Now, fast forward one, five or ten years into the future and notice the potential future impact of your behaviors. Is this what you planned to achieve? Do these observations suggest possible changes in your behaviors? Clear your mind.
6. Taking into account the information you obtained from steps three through five, are there changes you would like to make in your behaviors to improve your communication with family members? If the answer is yes, make these changes and repeat steps two through five with these new

behaviors in mind. Continue with the above steps until your behaviors are in alignment with your outcome(s).

The above is an excerpt from *Parents' Handbook: NLP and Common Sense Guide for Family Well-Being* ([www.parents-handbook.com](http://www.parents-handbook.com)).

### **3 Put Issues in Perspective**

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#### ***Foreground – Background***

As you think about a current problem or issue, what are you focusing on? If the issue involves another person, in your mind you may well have a big, bright, close-up (in your face) picture of him/her. And if you were to replay his/her voice in your mind, you may hear it loud and clear with a specific tone that results in you feeling angry, dismissed or violated. All of this is in the foreground of your thoughts/mental images. Other information, including resources, are present in the background that you are currently choosing not to see, hear or feel as clearly or at all. What do you think would happen if you put less focus on what is in the foreground and more focus on what is in the background? Perhaps the problem or issue would not seem so big or the person so overbearing, and as a result you would be more resourceful.

The foreground – background technique is a simple process that assists you in becoming aware of what's in the background. You can then choose to give what's in the background more or all of your attention and hence be more resourceful or more conscious of other choices. The foreground – background technique can be used in a variety of situations – to be more resourceful and comfortable when addressing a perceived problem, in the presence of authority figures, when receiving criticism, when in a situation that may generate anxiety, when feeling lost or disoriented or when responding to a need to eat, smoke or gamble in excess. As with any change technique, you must be prepared to respond differently. If there is secondary gain – a benefit from continuing with the current behavior(s) – or if you harbor beliefs that restrict you in some way, these need to be addressed first.

1. Think of a current issue in which you would like to be more resourceful and have more choice in how you respond. Notice what you see in the foreground as you think of this issue. Also notice what sounds and feelings are in the foreground – those you are paying attention to. Now look, hear and feel beyond the foreground and become aware of what you have not

been paying attention to in the background. Is there other useful information here?

2. Start with your focus on the images in the foreground, as has been the case up until now. As you do, make these images smaller, duller and less clear; at the same time, quickly bring the background images forward to be big, bright and focused. Notice what you now see that you had not clearly seen before. You may even be more aware of what's going on all around you.
3. Enjoy this new awareness and notice what else is possible. Perhaps the issue is not as important or does not affect you as much as it did before. Clear your mind by looking around the room, standing or stretching your body.
4. Repeat steps two and three at least three times. Speed is important when interchanging the foreground and background.
5. Up to now, you have worked only with the visual modality. Here you will include any sounds. Notice what sounds are in the foreground and if they support you or not. If the sounds do not support you, have these sounds become less audible or less harsh, and allow supportive sounds or simply quiet from the background rush forward to replace them.
6. Enjoy this new awareness and notice what else is possible. Clear your mind.
7. Repeat steps five and six at least three times. Speed is important when interchanging the foreground and background.
8. Notice what feelings are in the foreground and if they support you or not. If the feelings don't support you, have these feelings become less intense or disappear altogether as other supportive, resourceful feelings (e.g., confidence, playfulness) or simply a sense of calmness or control rush forward to replace them.
9. Enjoy this new awareness and notice what else is possible and how you can choose to respond differently in the future. Clear your mind.
10. Repeat steps eight and nine at least three times. Again speed is important.

By focusing on the foreground, you make the problem or issue seem larger, preventing you from seeing it in the full context. By making the foreground

smaller and putting more attention on the background, you put the issue in perspective and can see, hear or feel it as something you can overcome.

The above is an excerpt from *Parents' Handbook: NLP and Common Sense Guide for Family Well-Being* ([www.parents-handbook.com](http://www.parents-handbook.com)).

## 4 Use Your Body for a Change

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### *Walking with Grace and Power*

Walking with grace and power is a kinesthetic exercise, does not require the participation of the conscious mind (other than to maintain a state of excellence), and makes use of the connection between your internal representations (pictures, sounds and feelings you have in your mind) and your physiology. That is, maintaining a positive and resourceful physiology while thinking of a less than resourceful experience helps to “rewire” your neurology and overwrite the less than resourceful response. As with many NLP processes, it is not necessary for the “coach” to know the issue the other person is addressing.

Walking is just one way to use this exercise. If your child (or client) is capable of other kinesthetic activities that require a fair degree of concentration to maintain excellence – dancing, drumming, juggling, Tai-Chi, martial arts – these can be used as an alternative. When coaching your child, you must understand the activity well enough to spot slips from excellence and be able to suggest corrections. The excellence state must be maintained for several minutes before the non-resourceful situation is reintroduced in order to activate the full physiological biochemistry. If the physiology deteriorates, the non-resourceful situation is set aside until excellence is restored in the walking or other kinesthetic state. The basic steps are as follows:

1. Identify a situation where your child responds with an undesired behavior or in a less than optimal way, and he/she would like to behave in a more resourceful or appropriate manner. Now set the situation aside for the moment.
2. Have your child walk in a pattern that is a minimum of ten to twelve feet (e.g., a figure eight or back and forth). As he/she walks, coach him/her by suggesting changes to his/her physiology (altering the position of his/her head, neck, shoulders, breathing pattern, posture, length of stride, position

of feet, etc.) so that he/she is walking with grace and power (elegance, confidence, authority).

3. Have your child continue walking, while you monitor that the new style is being maintained.
4. When your child has maintained the walk (with grace and power) for a couple of minutes, coach him/her to think his/her way through the situation identified in step one. Continue monitoring the quality of his/her walk. If the quality falters, encourage him/her to return to the resourceful state in step two.
5. Once your child can completely think through the issue in step one from beginning to end while maintaining the quality of his/her walk, stop.

The above is an excerpt from *Parents' Handbook: NLP and Common Sense Guide for Family Well-Being* ([www.parents-handbook.com](http://www.parents-handbook.com)). Although discussed from a parent – child point of view, this is also a great exercise for adults or work teams.



## 5 Access Additional Mental Resources

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### *Dock of the Bay*

Every day we are presented with opportunities to make conscious or unconscious choices about how we respond to certain stimuli, behaviors or events. Most of these opportunities are minor – choosing between a glass of milk and a glass of water. However, some are significant, and they can set in motion a pattern or path for the way you live your life. How, for example, do you react to your spouse's tone of voice, if you perceive him or her to be angry? How do you behave when challenged during a job interview?

Developed by NLP co-founder John Grinder, dock of the bay is an NLP technique designed to provide you with more mental resources for a specified situation.

1. Identify a significant situation, a time in your life when you acted in a less than resourceful way. Clear your mind by looking around the room, standing or stretching your body.
2. Imagine sitting on an imaginary dock on a serene lake, bay or body of water. Feel the warm sun on your body, a soft breeze caressing your face, or any special sounds or smells. The idea is to be in as relaxed and resourceful a state as possible, as you sit on the dock.
3. Picture someone who looks and sounds like you on an island far in the distance; someone who is going through an identical situation. Acknowledge that the person on the island could be making better choices. What resources (e.g. confidence, energy, love) do you think the person on the island could use to improve his/her situation?
4. Think of someone who has these resources. You do not have to personally know this person. This person could be a character in a TV show, a colleague, or anyone who truly has the required resources.
5. Step off the dock. Step into the body of the person with the required resources. Assume the posture, feelings, voice tonality and any other

important characteristics of that person, and truly feel, absorb and take ownership of those resources.

6. Once you have truly assumed the required resources, return to the dock, but only as quickly as you can bring all of the resources back with you. After you return to the dock with your new resources, notice that the person on the island has also acquired these resources.
7. Watch the person on the island, who looks like you, rerun the scenario/situation from beginning to end. How is the person doing? Could that person use more resources? If yes, repeat steps four through six.
8. Once the person on the island is able to run the scenario from beginning to end in a truly resourceful manner, invite the person on the island who looks like you to join you on the dock. Once the person is on the dock, wrap your arms around this person, hold the person close and absorb the feelings. Combine both of your resources together. As the integration is taking place, you may wish to tell the other person that you love and accept this person, and that this person is now safe.

The above is an excerpt from *Live Your Dreams Let Reality catch Up: NLP and Common for Coaches, Managers and You* ([www.live-your-dreams.biz](http://www.live-your-dreams.biz)).

## 6 Address Anxiety

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The following is based on the work of Genie Z. Laborde, PhD. Genie is one of the early pioneers in NLP, having worked directly with the NLP co-founders Richard Bandler and John Grinder. She is the author of the highly successful book *Influencing with Integrity* ([www.influence-integrity.com](http://www.influence-integrity.com)) and has consulted and led seminars for IBM, Chase Bank, Dell, Chevron, Bulova, Hewlett-Packard, AT&T, Coca-Cola, Intel, Frito-Lay, Sandia Labs, Stanford University, Harvard Medical School Extension, Sprint and others.

From time to time, we all experience anxiety or fear related to some future event – giving a presentation, meeting with the boss, a job interview, meeting someone special. If not addressed, anxiety has the potential of derailing your best laid plans and setting the stage for similar future occurrences.

The feeling of anxiety can be removed, at least long enough for you to do what you need to get done in a healthy and creative manner. It's all a matter of switching brains – from left brain to right brain.

Your left brain generates the feeling of anxiety – tight chest, shallow breathing, blank mind – as it is future focused using logical, rational, analytical, objective thought to keep you safe from perceived future dangers. The right brain, on the other hand, is intuitive, creative, subjective and focused on the present.

Simply said: To address anxiety and eliminate its associated symptoms, use your right brain to pay attention to the present moment and experience peace, joy, connection, expansiveness and creativity.

The elimination of the feeling of anxiety is only temporary, as your left brain is continually working to keep you safe by searching for and avoiding perceived danger. However, you can be free of anxiety long enough to be a

fully functioning adult and be in a state in which you can bring your full creativity and connectedness to the fore.

The easiest way to activate your right brain and put yourself in the present is to focus on your body. Here is a simple technique you can use to eliminate the feelings of anxiety before the event in question occurs.

1. To the best of your ability, get comfortable and relax. Start by taking a deep cleansing breath and closing your eyes. Continue breathing in a deep relaxed manner throughout the process.
2. Fully focus your mind and your thoughts on your big toe (either foot). Notice how it feels.
3. Once you have fully experienced your big toe, focus on your foot.
4. Now focus on your leg, etc.
5. Remember to breathe in a deep relaxed manner. From time to time, focus on your breathing and notice how good it feels.
6. Continue until all of your attention is inside your body.
7. Take about 90 seconds to do this and notice when you're finished that the fear/anxiety has gone.

The more you use this process the easier it becomes. For subsequent episodes of anxiety, you may notice you do not need the full 90 seconds to get fully in touch with your body (activating your right brain) and that the feeling of anxiety leaves much sooner.

Another way to engage the right brain is to focus on objects in the room that you're in, as pictures are processed in the present moment by the right brain.

If during an activity (e.g. presentation, etc.), you begin to feel anxious, give yourself permission to take a moment to breathe deeply (fully experiencing the relaxation it creates), while simultaneously noticing your big toe and taking time to think creatively or outside the box.

## 7 Change a Limiting Belief

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### *The Dickens Pattern*

The following is based on the work of Tony Robbins – yes, Tony Robbins’ Neural Associative Conditioning (NAC) is based on NLP principles and concepts. Thank you to my friend and co-trainer Su Thomas ([www.suthomas.com](http://www.suthomas.com)) for suggesting this technique and providing the draft write-up. It is called the Dickens Pattern, as it models the experiences of Ebenezer Scrooge in Charles Dickens’ 1843 novel, *A Christmas Carol*.

**Objective:** Take control of your life by changing the limiting beliefs that affect your life. Consistently take action and follow through in spite of fears and challenges.

1. Identify a belief that is limiting what you accomplish – at work or at home, about people, yourself, relationships, money, etc. Write two sentences about this belief. For example: I can’t do that because I’m a man/ woman. I’m too old/ too young. I’m not smart enough/ know too much. I don’t have enough time/money/energy.
2. Identify and fully live the negative consequences of holding on to this belief. Associate enough pain with holding on to this belief that your unconscious mind says “Enough!” Clear your mind by looking around the room, standing or stretching your body.
3. Create a new empowering belief to replace the limiting belief in step 1. The new belief may be the exact opposite of the limiting belief. Ensure it is in a sentence format and is positively stated and empowers you. For example: “My youth is an asset. I have a PhD in results. I can do this because I AM a man/woman. There is always a way, etc.
4. Identify and fully live the positive consequences of adopting this belief. Link massive pleasure to the new empowering belief.
5. Bring these positive feelings of empowerment/can do to the present moment and fully enjoy.

## 8 Add to Your NLP Knowledge

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### *Do Some Research*

There are many good articles and books written on NLP.

I have written over 60 articles on NLP and related subjects. These articles are available for you to read – at no cost – at [www.renewal.ca/articles.htm](http://www.renewal.ca/articles.htm). Or, as mentioned in the Preface, I have written two introductory books that cover all of the basic NLP concepts from two similar, yet different perspectives: *Live Your Dreams Let Reality Catch Up: NLP and Common Sense for Coaches, Managers and You* ([www.live-your-dreams.biz](http://www.live-your-dreams.biz)) and *Parents' Handbook: NLP and Common Sense Guide for Family Well-Being* ([www.parents-handbook.com](http://www.parents-handbook.com)). Both books are available from Amazon.com, Chapters.ca, Amazon.co.uk, Barnesandnoble.com other online book retailers and traditional bookstores.

### *Get Assistance from an NLP Coach*

My two business partners, John Sweetnam ([www.nlppartners.com](http://www.nlppartners.com)) and Su Thomas ([www.suthomas.com](http://www.suthomas.com)), plus myself are highly skilled, experienced NLP coaches. We have significantly different backgrounds and interests and each of us have been NLP coaches for at least the past ten years.

### *Take an NLP Training*

To fully experience the power of NLP, you may wish to take an NLP training. In a partnership of equals, Su Thomas ([www.suthomas.com](http://www.suthomas.com)), John Sweetnam ([www.nlppartners.com](http://www.nlppartners.com)) and I offer experiential, powerful NLP certification trainings. John, Su and I are certified NLP trainers and collectively have over 40 years experience delivering NLP trainings. For more information on what people have said about our trainings, please see [www.renewal.ca/clients.htm](http://www.renewal.ca/clients.htm). For more information on why our trainings are so effective and highly regarded, please see [www.renewal.ca/bestchoice.html](http://www.renewal.ca/bestchoice.html). For more information on selecting an NLP training, you may wish to see the article that I wrote titled *Selecting an NLP Trainer* ([www.renewal.ca/nlp41.html](http://www.renewal.ca/nlp41.html)).

## **9 About the Author: Roger Ellerton PhD, CMC**

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I am an author, coach and trainer in personal growth and development.



In my youth, I never thought being an author was possible. In high school, I dreaded any assignment that involved writing. I barely passed high school English and was fortunate to gain admission to university.

At 27, I earned a PhD in statistics from Virginia Tech – a friend of mine once said that the only reason I got a PhD in statistics is because I don't have the charisma to be an accountant ☺ – eventually becoming a tenured professor in statistics at the University of New

Brunswick. But something was missing, so I gave up this security to become a certified management consultant (CMC) and from there an executive with the Canadian federal government. Although I was successful, collecting six professional designations along the way, and have four tremendous children, something was missing. I only felt good about myself if my office was bigger than yours or I had more professional qualifications than you. I judged people harshly, saving the most critical and damning criticism for myself.

Eventually, I left the linear, logical, analytical world of mathematics and computers and went on a journey of personal discovery. I learned to love who I am and what I do regardless of what others may think. So now I simply “enjoy the magnificence of my imperfections.”

My first book, *Live Your Dreams Let Your Reality Catch Up: NLP and Common Sense for Coaches, Managers and You*, is based on neuro-linguistic programming (NLP) – a personal growth methodology that had a great impact on changing how I saw myself and the world around me. It was almost three years from the time I wrote the first word until the book was finally published in 2006. This book serves as an introduction to NLP and includes many of the

questions that I asked myself on my personal journey as well as some of my personal discoveries – see for example the excerpts “The Power of Thought” ([www.renewal.ca/nlp40.html](http://www.renewal.ca/nlp40.html)) or “Taking Charge of Your Life” ([www.renewal.ca/nlp22.htm](http://www.renewal.ca/nlp22.htm)).

An e-book, *Live Your Dreams Let Reality Catch Up: 5 Step Action Plan*, followed about 18 months later and provides, as the title suggests, a process for achieving your dreams. The main idea behind NLP and all of my books is simply: Don’t wait for the conditions to be right, for someone to give you their blessing, for the stars to be in alignment; have a dream (no matter how big or small), take action, pay attention, make adjustments as necessary and feel good about yourself.

This year (2010), I published my third book, *Parents’ Handbook: NLP and Common Sense Guide for Family Well-Being*. As I say in this book, “I wish I had known NLP when I first became a parent. In fact, I wish I’d had the opportunity to learn and practice NLP concepts when I first went to school. I’m sure my experiences (and those of my children) would have been that much richer.”

For more information about me or my books, please visit [www.renewal.ca](http://www.renewal.ca), [www.live-your-dreams.biz](http://www.live-your-dreams.biz), or [www.parents-handbook.com](http://www.parents-handbook.com).

Best wishes for success in all you do.

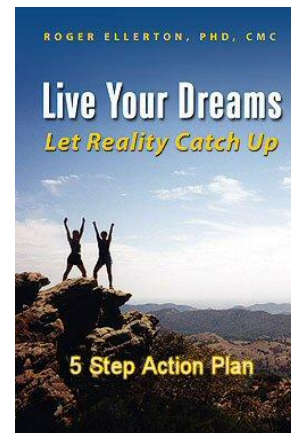
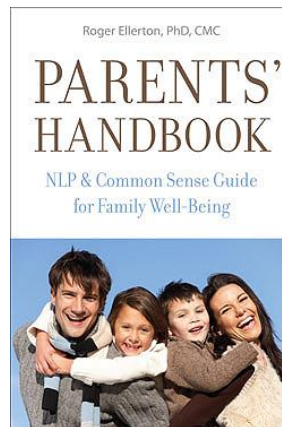
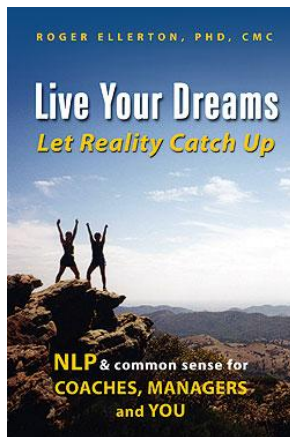


## 10 Products Developed by Roger Ellerton

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I am the originator of the following material. Please visit [www.renewal.ca/product.htm](http://www.renewal.ca/product.htm) to obtain more information. After you have had a chance to read or listen to what I have developed, I hope you will write to me and share your thoughts. Best wishes for fun, health and prosperity.

*Roger* (roger@renewal.ca)



- ✓ Book: *Live Your Dreams Let Reality Catch Up: NLP and Common Sense for Coaches, Managers and You.*
- ✓ Book: *Parents' Handbook: NLP and Common Sense Guide for Family Well-Being.*
- ✓ e-book: *Live Your Dreams Let Reality Catch Up: 5 Step Action Plan.*
- ✓ e-book: *NLP Techniques Anyone Can Use.*
- ✓ CD: *Ho'oponopono*, a meditation to bring balance into your life.
- ✓ CD: *Balancing Modalities*, a meditation to improve access to the visual, auditory, kinesthetic and auditory digital modalities.
- ✓ CD: *Outcome MASTERY*, a process and meditation to help you achieve what you desire – more comprehensive than SMART goals
- ✓ Coming soon (2011) – book: *Win-Win Persuasion: Achieve Your Dreams by Helping Others Achieve Theirs* (tentative title).
- ✓ Coming soon (2011) – book: *Vivez vos rêves - Laissez la réalité vous rattraper: La PNL et le bon sens au service des coachs, des gestionnaires et vous.*