

The Coaching Language Magic Mini E-book



By Jamie Smart

Limits of Liability / Disclaimer of Warranty:

The author and publisher of this book and the accompanying materials have used their best efforts in preparing this program. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this program. They disclaim any warranties (expressed or implied), merchantability, or fitness for any purpose. The author and publisher shall not be held liable for any loss or other damages, including but not limited to incidental, consequential, or other damages. The author and publisher make no claims for any medical benefits of this program. The advice of a competent medical professional should always be sought in the case of health matters. Copyright in this document belong to the author. The author also asserts the right to be identified as such and to object to any misuse.

Table of Contents

Coaching Language Magic Part 1..... 3
Coaching Language Magic Part 2..... 5
Coaching Language Magic Part 3..... 7
Coaching Language Magic Part 4..... 9
More Information..... 11
Free Stuff..... 13
About the Author..... 14
Acknowledgements..... 14

Coaching Language Magic Part 1

I recently came across one of my favourite hypnosis books, *Monsters and Magical Sticks*, by Terry Steele and Steven Heller. The introduction is by Robert Anton Wilson, and in it he tells the story of the 'bata scoir'.

The bata scoir is the name of a stick which used to sit in the corner of Irish classrooms in the early days of British rule. Its purpose was this: whenever a child spoke in Irish (rather than English), they would be beaten with the bata scoir. Within a few generations, the number of Irish speakers fell from 100% (circa 1800) to 5% (circa 1900).

The British knew something very powerful: that a great deal of a people's culture and heritage are 'contained' within their language. Install a new language, and its associated culture will soon follow (just as the old one will diminish as the old language is destroyed).

In the world of computer programming, there are things you can do using one programming language that you cannot do using another. The programming language (combined with the imagination and skill of the programmer) defines the domain of what actions are possible.

Ever since I was a little child, I've loved language. And while I didn't imagine that language would become such a large part of my life as it does today, I always had an affinity for words. I love the way they look, the way they sound, and the amazing things you can do with them.

What I didn't realize until much more recently is that words shape our reality; to a great extent, the language we use programs the reality we experience (see *Quantum Psychology* by Robert Anton Wilson for a fascinating, in-depth and reality-stretching exploration of this topic).

The Map Is Not The Territory

One of the presuppositions of NLP is that the map is not the territory. As human beings, we don't experience the world directly, but rather through the maps and models of reality that we have created in our nervous systems. This is why the 'L' in NLP is so powerful and important. The language a person uses is a reflection of their maps and models of reality, and reveals aspects of those maps and models which the person themselves is not aware of. When their models change, their experience of reality changes. Language is a lever for changing those models, and thus changing a person's reality. Please read that again:

The language a person uses is a reflection of their maps and models of reality, and reveals aspects of those maps and models which the person themselves is not aware of. When their models change, their experience of reality changes. Language is a lever for changing those models, and thus changing a person's reality.

You can use language to change your (or someone else's) reality.

The Coaching Language Magic Mini E-book – By Jamie Smart

This fact makes language one of the most powerful tools for coaching yourself and others. The full NLP linguistic set is often undertaught, and yet is one of the most powerful toolsets there is for making change possible (I've heard Richard Bandler say that the NLP linguistic tool 'The Meta Model' is the starting point for everything he's discovered in the field of NLP).

Time for an exercise:

1) Think of something you want (Eg. I want a new car / a new job / to learn French etc). Say it out loud, and notice how you feel. Then say it in the following ways, paying attention to your internal experience each time:

- I should... (Eg. I should get a new car)
- I ought to... (Eg. I ought to get a new car)
- I've got to... (Eg. I've got to get a new car)
- I have to... (Eg. I have to get a new car)
- I must... (Eg. I must get a new car)

How was your experience different as you said it in these different ways? Did any one way make it seem more likely to happen, or seem more possible?

2) This time, express the same desires, but starting the sentences in the following ways. Again, pay attention to your internal experience each time:

- I'd like to... (Eg. I'd like to get a new car)
- I might... (Eg. I might get a new car)
- I may... (Eg. I may get a new car)
- I could... (Eg. I could get a new car)
- I will... (Eg. I will get a new car)

How was your experience different as you said it in these ways? Did you find one way of saying it that felt better than the others? Many people find that the words from the second list (which relate to possibility) are more motivational than the words from the first list (which relate to necessity). If you found one way of saying it which made you feel more likely to do the things that will move you towards what you want, I'd like to ask you a question. What happens when you imagine using this way of saying it for everything you desire in your life? It's just a thought :-)

This week we're just scratching the surface of the power of language as a coaching tool.

We'll explore more coaching language magic next week.

Coaching Language Magic Part 2

Last time, we started exploring the power of language to alter a person's experience of reality, looking specifically at 'modal operators' (words like "have to", "need to", "can" & "could").

Last Friday, I ran an 'NLP Coaching Language Masterclass', and started the day by asking "What is language?" I looked at many definitions of language, and the common theme seemed to be that language is a system of symbols (including gestures, utterances and markings) used to communicate ideas, concepts and feelings.

What is less well known is the extent to which the language we use shapes our perceptions of the world. You can use language to quite literally change the way a person perceives reality.

On the coaching language course, we explored some of my favourite ways of using language with intention, so I thought we'd start looking at some of them today.

Setting the frame

When I'm coaching someone, I do various things to 'set the frame' in a general, positive way before setting / eliciting a specific direction for the interaction. I got this idea from a book which said something like "The fact that you're reading this means you can easily incorporate these new ideas into your life". I set the frame by saying things like this:

- "The fact that you've arrived means you'll be able to make whatever changes you want in your life."
- "You've come today, which means you're committed to learning something new, which means you'll be able to develop all the skills you'll be learning easily."
- "Your decision to come on this programme will cause you to develop amazing new skills and abilities, with an ease which may surprise you."

The logicians among you will recognise that these statements wouldn't pass a logic test, but the unconscious mind isn't too stringent about logic. If the person accepts the statement as true (and they usually do), then the unconscious will act accordingly. The structure of these frame-setting statements is this:

X means Y
A causes B

- 1) Think about the 'coaching' situations in your life. What 'frame-setting' statement can you use to create a powerful context for the coaching interaction?

The Coaching Language Magic Mini E-book – By Jamie Smart

Who do you want to positively influence? It could be actual coaching clients, other clients, employees, friends, family etc. As you take a few moments to think about the situation, you can start to become aware of some ideas you could use. One of my favourites for almost any training situation is something like this:

“You learned to walk and talk, and you don’t even know how you did it. That means that the things you’ll be learning today are going to be really straightforward for you.”

- 2) Once you’ve identified some frame-setting statements, decide to try them out and notice what response you get.

I use these all the time, and the ONLY time I get rumbled is by experienced NLP Practitioners (and even then, it’s usually only the ones I’ve trained to pay close attention to language). One of the things you start to find after you spend some time on a training course with me or listen to some Salad CDs is that it becomes a lot more fun to listen. Sometimes my assistants and more experienced students have trouble keeping a straight face on trainings when I’m embedding commands etc in seemingly ‘innocent’ stories and sentences.

Coaching Language Magic Part 3

Last time we explored frame-setting, a way of creating a general direction for a coaching interaction (or any other interaction for that matter). This week we're going to discuss setting a specific direction for the session.

I was working with my master practitioner group last weekend, and I asked them to do an exercise which involved getting each other to imagine a life beyond their wildest dreams. An important part of NLP is discovering what a person wants, but there are many ways to help a person discover that information. One of our Master Practitioners-in-training is from the Czech Republic, and came up with the following approach for eliciting the information. The interaction went like this:

"Imagine that you are fishing. You feel a tug on the line, and out of the water comes a golden fish, which says 'I can grant you three wishes. Tell me your heart's desire?'"

This approach worked really well to elicit the 'What do you want' information, and I was thinking about the reasons why:

- a) The subject started visualising very quickly (the word 'imagine' combined with the fishing story pretty much guarantees that). Visualisation helps to access the unconscious mind, and activate your unconscious resources, including creativity etc.
- b) The talking fish granting three wishes is an invitation to age-regress (most adults don't openly discuss wish-granting sea creatures in their day-to-day lives). Age-regression helps people access a time in their life when you have a greater sense of wonder, possibility and freedom.
- c) When a person is given three wishes, it can remove the need for what they want to be 'realistic' (or even possible). This can help get to what you really want, at the deepest level.

So, the first exercise:

- 1) "Imagine that you are fishing. You feel a tug on the line, and out of the water comes a golden fish, which says 'I can grant you three wishes. Tell me your heart's desire?'" What would you choose?

Finding out what someone wants sets a direction for the coaching session. Other ways of finding this out include the following:

- The Miracle Question (see previous NLP Tips)
- What do you want?
- What have you come here for?
- What can I do for you?
- What's the problem?

The Coaching Language Magic Mini E-book – By Jamie Smart

All of these have different presuppositions (“What’s the problem” presupposes that the person has some problem they’ve come to solve, and may not be useful in many situations, but in some it is. Frank Farrelly, creator of Provocative Therapy, uses this question as his starting point).

My fave is still “What do you want?”, but the others all have value in different situations.

Once you know what someone wants, you can further clarify their goal using other queries (see NLP Tips 1 & 2, below).

http://www.saladltd.co.uk/salad%20pages/Nlp%20tips/nlp_tip_1.htm

http://www.saladltd.co.uk/salad%20pages/Nlp%20tips/nlp_tip_2.htm

The key is to help a person get a clear idea of how they would like things to be. Once you have this, you have a direction for the process.

Coaching Language Magic Part 4

Last time we explored direction-setting, acknowledging the goal-seeking nature of human neurology, and setting a specific direction for a coaching session. This week, we'll be looking at information gathering.

"Information gathering?!?" I hear you ask. "How dull". But wait. According to NLP co-developer Richard Bandler, 95% of NLP is information-gathering.

I often get emails from people asking things like "What technique do you use to help a one-eyed mother of four overcome her inexplicable fear of dwarves which emerges when she's doing the dishes?" The technique I use is...watch and listen.

I believe that when you're working with someone and you have the attention of their unconscious mind (rapport), the unconscious will do everything within its power to tell you exactly what you need to know in order to help the person make the necessary changes. The coach's role involves having the sensory acuity to intercept those messages from the unconscious. So how are those messages sent?

- Body language
- Gestures
- Eye movements
- Throw-away comments
- Sensory language
- Ambiguities
- Organ language
- etc

I'd like you to consider the possibility that your clients are offering you a wealth of clues to help them find solutions to their problems and the paths to their desires.

95% of NLP is information-gathering. Watch and listen.

Of course, sometimes you need to 'stimulate' a person's nervous system in order to gather the necessary information. And how do you stimulate their nervous system? Questions.

And the most useful set of questions out there is...The Meta Model.

The Meta Model (created by Bandler and Grinder) is the most powerful set of questions there is for helping people enrich their maps of the world. Bandler credits it as being the tool which helped them create all the other NLP models.

While teaching the Meta Model is beyond the scope of this NLP Tip, it is one of the things we learn on the NLP Practitioner training. By the time

The Coaching Language Magic Mini E-book – By Jamie Smart

you finish that training, the Meta Model questions have been wired in as a natural part of your responses, so you know automatically which questions to ask.

Astonishingly (to me) the Meta Model is not taught in depth on most Practitioner trainings these days. This is because it's traditional seen as being "difficult", but it's not! On our practitioner training you learn the Meta Model quickly and easily using games which make it fun. The great thing is, by the time you realise how easily you can do it, the learnings have already gone in.

If you want to have access to one of the most powerful linguistic resources there is, as well as 100 other skills and an extraordinary experience, have a look at the details of our practitioner training:
<http://www.saladltd.co.uk/Practitioner.htm>

More Information



“You Can Have More of What You Want In Your Life”

NLP for Business & Personal Success

Neuro-linguistic Programming (NLP) is one of the most revolutionary approaches ever for effective communication, rapid change, & outstanding results. This 6 CD set is a live recording of a 2-day training with NLP Trainer & creator of Ericksonian Hypnosis Cards, NLP Coaching Cards & Irresistible Influence Cards, Jamie Smart.

You’re going to learn:

- The attitude of NLP
- How to set clear goals & directions
- How to get into rapport with others, fast
- How to build powerful states for yourself
- How to change difficult relationships
- How to shut off internal dialogue
- And much, much more...

Order Now and get the E-Book Manual FREE

“The end results are no less than AMAZING”
Nicole Kent, Business Owner

Price:

Download £37.00

[Click Here To Order Now](#)

CDs £57.00

[Click Here To Order Now](#)

(VAT & Shipping
charges added
where appropriate)

**Get it RISK-FREE
with the *salad*
guarantee!**



You can get yours now at www.saladltd.co.uk or ring 0845 650 1045 to place your order right away

salad

the nlp collection

"Their Questions Were So Off-the-wall, I Wouldn't Have Thought Of Them *In A Million Years!*"

NLP Coaching Cards are for finding out what's going on in someone else's map of the world, then coaching them to enrich that map. They are fantastic for setting goals, clearing obstacles, and shaking up limiting beliefs. They also include techniques for wiring in ***the infamous NLP Meta Model***, the world's most powerful information-gathering and problem-solving tool.

Imagine being able to:

- **Feel confident** that you can discover the information that really matters in any situation. **People pay good money for this!**
- **Ask questions that amaze** your clients, your colleagues, your friends and even yourself with the quality of answers you'll get.
- **Relax**, knowing that you will never be stuck for what to say or ask again.
- **Overcome barriers** and obstacles that have been holding people back.
- **Feel good**, knowing that you really make a difference in people's lives.

"This is a fun and friendly way to learn and master the skills of coaching mastery."

Michael Neill, author of "You Can Have What You Want"

Price:

NLP Coaching Cards £14.95

[Click Here To Order Now](#)

(VAT & Shipping charges added where appropriate)

Get it **RISK-FREE**
with the **salad**
guarantee!



You can get yours now at www.saladltd.co.uk or ring 0845 650 1045 to place your order right away

Free Stuff

salad

free stuff

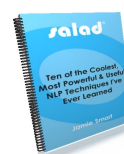
At Salad, we are committed to your learning and development, so we want you to have great stuff. Part of our strategy involves giving our best stuff away, so here are some links to some of our best stuff.

You can have all this for free!

Jamie Smart's NLP Tips

An e-zine chock full of great NLP related tips you can put into practice right away, as well as links to Salad courses & products, as well as a free e-book worth £19.95, *'10 of the Coolest, Most Powerful & Useful NLP Techniques I've Ever Learned.'*

Sign up for yours free now at <http://www.saladltd.co.uk/1.htm>



NLP Coaching Tips

Learn secrets that most people (including most NLP Practitioners!) don't know about NLP coaching. These tips (soon to be published) will give you details every week of practical techniques, ideas and approaches you can use to get great coaching results. In addition, you'll get a free e-book worth £19.95, *'The Top 10 Secrets of NLP Coaching Language'*.

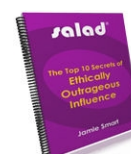
Sign up for yours free now at <http://www.saladltd.co.uk/2.htm>



Irresistible Influence Language Course

Sign up for this FREE 1 year Irresistible Influence Course (a £29.95 value) for a weekly dose of influence language, as well as a free e-book worth £19.95, *'The Top 10 Secrets of Ethically Outrageous Influence.'*

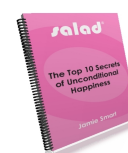
Sign up for yours free now at <http://www.saladltd.co.uk/3.htm>



Unconditional Happiness Tips

Every week, you'll receive a quick reminder of the principles that will help you to experience more happiness, joy and freedom in every area of your life, as well as more of the things and experiences you desire. In addition, you'll get a free e-book worth £19.95, *'The Top 10 Secrets of Unconditional Happiness'*

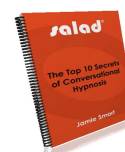
Sign up for yours free now at <http://www.saladltd.co.uk/4.htm>



Hypnotic Language Course

Sign up for this FREE 1 year Hypnotic Language Course (a £29.95 value) for a weekly dose of hypnotic language, as well as a free e-book worth £19.95, *'The Top 10 Secrets of Conversational Hypnosis'*.

Sign up for yours free now at <http://www.saladltd.co.uk/5.htm>



Sign up for your free stuff now at www.saladltd.co.uk

About the Author



Jamie Smart is the Managing Director of *Salad Seminars Ltd*, as well as the principal trainer. He spent much of the nineties leading large, mission-critical business projects and change programmes. In the process, he found that individual change is the key to collective change, and became fascinated with helping people achieve the results they want. This fascination led him to NLP, and he has spent from 1996 to the present day learning from the finest teachers and materials, and applying what he's learned. Jamie is an NLP Master Practitioner and is licensed by Richard Bandler and the Society of NLP as a Trainer of Neuro-linguistic Programming (NLP).

Jamie is author of *The NLP Tip*, an e-zine which goes to thousands of people around the world each week (available from www.saladltd.co.uk), as well as the creator of *Ericksonian Hypnosis Cards™* and many other products.

He lives in Leicestershire (UK). When he isn't helping *other* people get what they want, he likes going for long walks in the woods, listening to music and reading.

Acknowledgements

I've been fortunate to learn from a number of great NLP Trainers and other innovative thinkers and teachers. Thanks to anyone whose efforts have made their way into this work.

Specific thanks to...

- Richard Bandler
- John Grinder
- Joseph Riggio
- Eric Robbie
- Jo Cooper
- Peter Seal
- Timothy Leary
- Marianne Williamson
- Michael Breen
- Sháá Wasmund
- Robert Dilts
- Sid Jacobson
- Jonathan Altfeld
- Robert Anton Wilson
- Ian Watson
- Michael Neill
- John La Valle
- Paul McKenna
- Christina Hall