

## Example of Completed Rapport Article Template

**Below is a template of how to provide an article for Rapport magazine. This will help us to layout the content in the most logical way. The editorial team maintains the right to make changes to content and will only use images that are suitable for the look and feel of Rapport.**

**RAPPORT ISSUE:** *Spring 2011*

**AUTHOR:** *Joe Bloggs*

**PULL QUOTES (At least three, in order of preference)**

- 1. what's been stopping you?*
- 2. our biggest obstacles are likely to be internal*

**TITLE:** *Introducing NLP*

**SUBTITLE:**

*While exploring the theme of setting outcomes, this series is introducing some basic NLP concepts and techniques. In this issue we're raising the question: If you've established your goal, time has passed, and still you've not achieved it, what's been stopping you?*

**MAIN BODY TEXT (Please do not start with quotation marks etc.)**

*Notice the phrasing. We could have asked: What's stopping you? That's a good question too. But by putting the question in the past, we're beginning the process of putting our obstacles behind us.*

*However we ask it, this question puts us on the spot as we strive to come up with grown-up versions of 'The dog ate my homework'!*

*While we may initially blame delays on outer circumstances (the economy, politics, time constraints, and our family – quite possibly including the dog), our biggest obstacles are likely to be internal. I'm no longer surprised by how many people, including apparently high-powered achievement-oriented exemplars of success, admit to being beset by self-doubts, rampaging inner critics, and destructive voices from the past. Thus demoralised, we can perceive even minor circumstantial challenges as insurmountable problems, and even if we do attain our goals we won't fully enjoy our success if we're habituated to finding a downside to dwell on.*

*This is not all bad news of course: it means there's always work for coaches and therapists! It also means that most of us could benefit from learning how to coach ourselves effectively.*

*The extremely comprehensive SCORE model created by Robert Dilts and Todd Epstein is very helpful for identifying blocks and problems and indicating solutions. The following simple practical*

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*exercise is based on that SCORE model. It works best if you actually do it physically, as moving about can generate insights and bring about shifts more effectively than the armchair approach!*

**(END)**

### **ADDITIONAL TEXT (optional)**

**BOX: TITLE:** *Exercise to do at home*

**(Where this should go, how it relates to the article)**

*1 Write these five labels on pieces of paper and put them on the floor in the same layout, the right distance apart to allow you to step from one label to another.*

*2 Stand on Symptoms, facing the future. What are the conscious aspects of your present situation regarding the problems you're experiencing in attempting to achieve your outcome? Describe what's going on – or maybe not going on, as the case may be!*

*3 Move to Outcome. Describe the goal you would like to achieve.*

*4 Move to Effects, the results of achieving the outcome. Consider the consequences of achieving the outcome, including implications for yourself and for others.*

**BOX: TITLE:**

**(Where this should go, how it relates to the article)**

**RESOURCES:**

*Dr John Smith, University of Life, article on outcomes <http://www.abc.com/blog>*

**BOX: TITLE:**

**CONTACT DETAILS (For author - may include a small paragraph of accompanying text)**

*Joe Bloggs is an NLP Practitioner specializing in Outcomes. [www.joebloggs.com](http://www.joebloggs.com) or 01234 567890*

**IMAGES**

Provide all images as separate files such as JPEGs or PDFs, not within the Word Document. Images from websites are generally low quality for print and can only be used at a small scale.