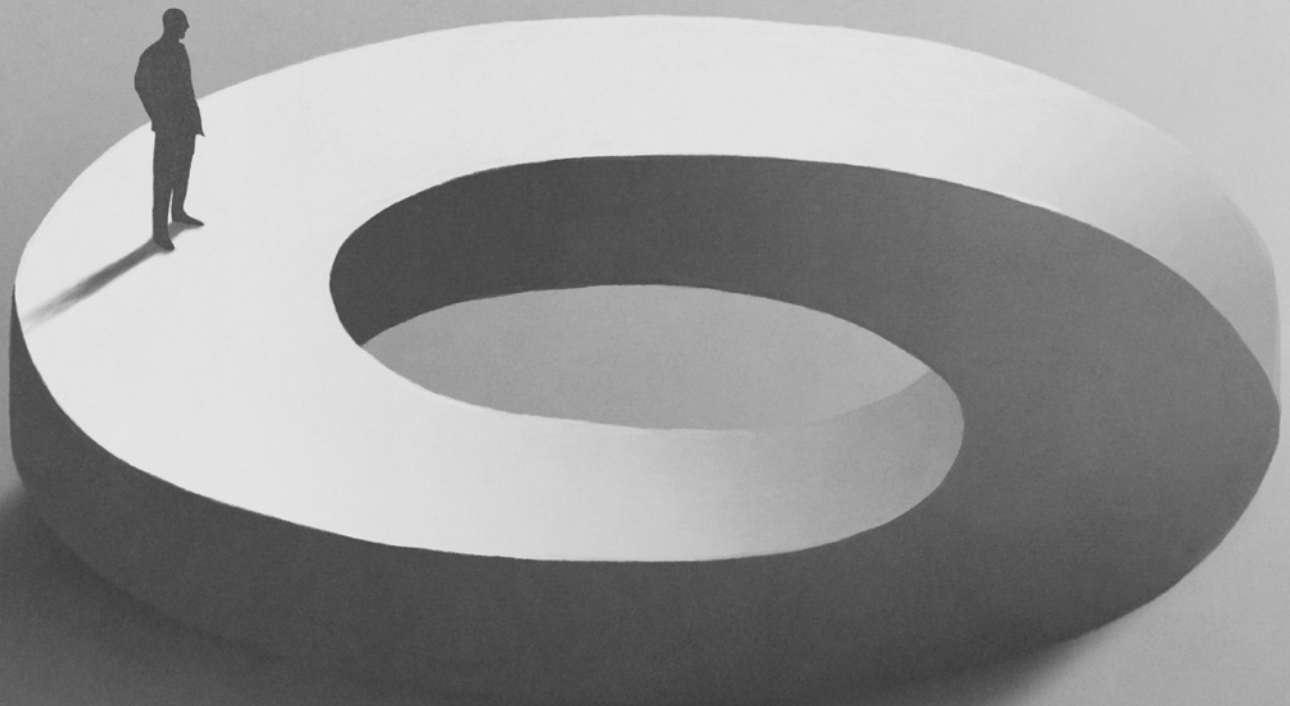


# RAPPORT

THE MAGAZINE FOR NLP PROFESSIONALS

## Deep NLP

### What's deeper than communication?



### Highlights from our Social Media Outlets Over the Last Few Months (page 35)



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Issue 88 Published October 2025

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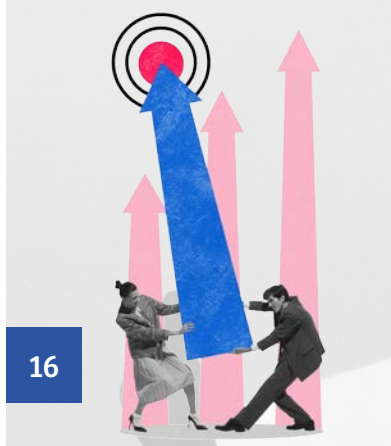
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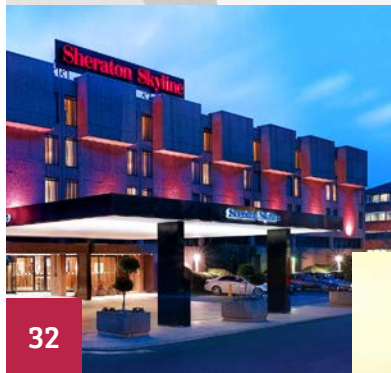
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# Ecology in Goal Setting and in Life



Eve Menezes Cunningham

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**This is not about grandiosity; it is about getting curious about what you care most about and how you might help – even a tiny bit – in those areas.**

**W**hen I first came across NLP, I worried about the potential for it to be used to manipulate people. But then I learned about the importance of ecology in any goal setting. How, by thinking about the impact of what we're working towards not only on ourselves but on our family/team/organisations/communities/planet etc., we can not only get a better sense of how we might move towards the goals more easily (by addressing objections and obstacles in advance instead of being surprised by them) but also more holistically (by creating well-formed outcomes that serve and support everyone).

NLP has been a part of my practice for just under two decades and feeds into the Feel... Love... Heal... framework that evolved from my 21 years in professional practice and decades longer in terms of my own efforts to navigate being alive (I initially trained in NLP and everything else to save my own life).

The Feel... (nervous system regulation and active self-care) and Love... (self-acceptance and love) elements are essential, allowing us, as Joseph O'Connor puts it in *The NLP Handbook*, to stop endlessly developing Circles of Excellence and Resourceful States and instead sometimes let ourselves wallow. However, Heal... is where we turn what hurts our hearts into action.

## Ecological goal setting and life design

2025 has posed so many challenges for



us, in personal terms as well as global and political. It's more important than ever that you get yourself into a resourceful enough state to do the things that help you **feel** better, and that you do the inner work and allow the radical rest that enables that **love** and acceptance to help you recognise your 'already enough'-ness.

Let yourself dream BIG. For your own life, for loved ones, for your communities, teams, organisations and the world at large.

How will what you're working towards impact each group?

What kind of impact do you long to have, in terms of leaving the world even a little better than you found it?

How does it feel to imagine yourself as powerful, capable and competent enough to help make things better?

### Everything we do matters

Gloria Steinem famously advises us to act as if everything we do matters. Because it might.

This is not about grandiosity; it is about not letting yourself feel disempowered by things beyond your control and instead getting curious about what you care most about and how you might help – even a tiny bit – in those areas.

Maybe it's about becoming a more peaceful presence on the planet yourself as you prioritise the things that help you show up in a loving, compassionate, patient (and assertive) way as well as doing the deeper work to own your shadow.

Perhaps it's about joining an existing group who care about the same issue as you and want to do more to help. Remember, you don't have to do anything alone. We're wired to thrive when we're connecting with others who help us feel safe and loved. No one did anything alone (not even the men we read about as children, who simply had the women and others who supported their endeavours written out of history).

Give yourself permission to really get curious about all the ways in which your actions, tiny and enormous, have an impact. Yes, so much is interconnected in ways that harm, exploit and oppress others but we still have more choices than you might imagine. Empower yourself by learning how to help.

Have compassion for yourself and others as you recognise the gap (gulf, even) between what you're doing to help and what you feel is needed and would like to do. Remind yourself that, as you get more practised at this, your reach will grow, you'll be able to serve more and you'll have a greater healing impact in the world.

Do something to anchor your dreams and goals for yourself and the world, whether it's embodying them with kinaesthetic anchors or using your other senses with vision boards and mood boxes.

Finally, have fun with it! Make it as enjoyable as possible; this will make your efforts more sustainable, too. ■

# Beyond the Diagnosis: NLP as a Lifeline Through Cancer and Beyond



**Emma McNally**

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**I**t's interesting how life can sometimes take an unexpected turn. There I was, happily ticking off my '50 things for 50' list, when I discovered I had breast cancer. To say I was shocked is an understatement. I was probably the fittest I had ever been, living my best life – and suddenly, everything changed.

Those who know me know that I'm all about the practical application of NLP. When cancer came along, I needed that practical application more than ever.

The journey was anything but smooth... I had two separate cancers – one was straightforward to remove, and the other took three surgical attempts. Looking back, if everything had gone smoothly, I'd probably have nothing to write about! Instead, I managed to fill a whole book – and could easily have written more.

## Writing through recovery

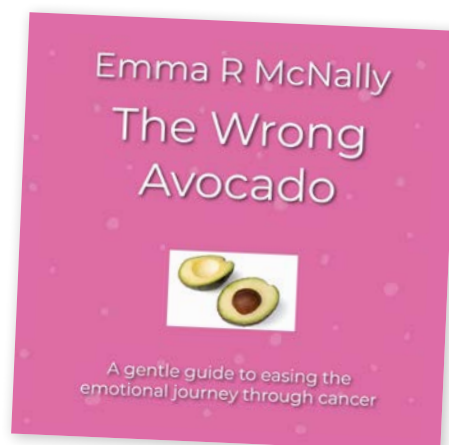
Writing became a way to process what was happening while documenting the NLP tools and techniques I used to stay resourceful, resilient and emotionally steady during one of the toughest periods of my life.

I didn't want to write a glossy 'positive thinking' spin. I wanted to share the reality: the way I leaned on NLP every day. After my surgeries and radiotherapy ended, I put the manuscript aside.

A couple of years later, I met Esther Taylor, CEO of Lady McAdden Breast Cancer Trust, who committed to distributing the book through their charity. This was too good an opportunity to pass up – a chance to share NLP with a wider community and genuinely help those facing a similar journey.



**NLP enabled me to shift my beliefs, release fear and find inner peace.**



Six months later, the book is now published, and Esther kindly wrote the foreword, describing it as: "A vital companion for anyone seeking not just to survive, but to feel more whole, more grounded, and more in control through one of life's toughest journeys. It is practical, compassionate, and filled with wisdom."

I celebrated the launch with family, friends, and fellow NLP professionals at Wilkin & Sons on 12th September, and the Kindle version hit #1 in NLP, Self-help and Personal Transformation e-book categories that week.

## NLP in practice

The book is written as an honest, conversational account, like sitting on a sofa with a trusted friend who shares practical tools to help get through difficult times and also thrive.

During this time, I undertook extensive research into health,

mindset and the mind-body connection. Psychoneuroimmunology demonstrates that what we think about affects us physically and, in turn, impacts our immune system. This connection is crucial to understand when something like cancer or other health challenges occur, as focusing solely on the physical side is not enough. Our mental resilience becomes just as important, if not more so, because our thoughts influence how we feel, which in turn affects our physical wellbeing.

In the book, I share the NLP tools that supported me throughout the journey. Anchoring played a particularly significant role. I created a stacked resource anchor for calm, flexibility, confidence and peace, which I used repeatedly, especially before surgery.



Many years ago, I was due to have a minor operation that had to be cancelled because my anxiety was so high that my blood pressure prevented the procedure. The previous year, my father had undergone surgery that went wrong because of an overdose of anaesthetic, resulting in a heart attack. While he survived, the incident left me with a deep fear of operations and a belief that I might die during surgery. Thankfully, at that time I discovered NLP and I used it to shift my beliefs, release fear, and reapproach the necessary surgery with calm and confidence.

Fast forward to my recent cancer journey, and I was reminded of this powerful transformation. Our ability to change emotional states using NLP has a profound impact on physical experience. I observed a patient being half-carried into the operating theatre as she was so distraught and overwhelmed, and I knew NLP could provide her with tools to feel more resourceful, calm and empowered. After experiencing it myself, I felt compelled to share these techniques so others could benefit.

As I went through treatment, other hidden limiting beliefs surfaced. My father's early death from cancer had instilled not only a fear of dying from cancer but also a belief that I might inevitably face the same fate. NLP enabled me to shift these beliefs, release fear and find inner peace.

I applied a wide range of NLP tools throughout the journey. Coaching support was also invaluable – I like to use the analogy of coaching being like cutting your own hair: trimming the fringe is easy (for example, using anchoring and other techniques), but the back requires professional help. Similarly, professional NLP coaching guided me through the complex emotional and psychological challenges of cancer treatment.

## I choose to believe that my mindset, focus and NLP practice supported my body's natural healing.

In the book, I also share my 3L Stress Model, created during this time and rooted in NLP. I explore resilience, managing emotions, identity, coping with ongoing treatment, and navigating comparisons with others. Visualization, meditation and Core Transformation became my daily routine, focusing on emotional healing and recovery.

Each chapter weaves together my personal story with NLP, alongside practical tips and a simple toolkit for readers to use themselves. My aim is to provide accessible, actionable and effective tools, so that anyone facing health challenges can feel more confident, resourceful and empowered.

### What happened next

After my final operation, I received astonishing news: pathology revealed that the second cancer – the one they had been trying to remove for months – was now found to be benign. While explanations vary, I choose to believe that my mindset, focus and NLP practice supported my body's natural healing.

### Looking ahead

During Breast Cancer Awareness Month (this October), my vision is to make these tools accessible to as many people as possible – not just those facing cancer, but anyone managing the emotional impact of health challenges. Alongside the book, I've created QR code cards for hospitals, charities and GP surgeries, enabling patients to access the book and its

resources. I'm thrilled that my surgeon has welcomed it wholeheartedly and Broomfield Hospital is now giving a card to every breast cancer patient that goes through their unit.

If you'd like to join me in this mission, I would be delighted to send some cards for you to share locally.

I'm also running workshops for Lady McAdden Breast Cancer Trust, based on the book, providing practical NLP support to their community.

Two years on, I'm grateful not only for my own recovery but also for the chance to share NLP more widely than ever before. My hope is that this work continues to ripple outward, through hospitals, charities, practitioners and, most importantly, into the hands of those who need it most.

Thank you, my lovely NLP community, for being part of this journey with me. ■



# Awakening



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video



**T**he core concept of awakening – a profound shift in consciousness, a deep understanding of reality, and a move towards greater wisdom and compassion – can be found across many, if not all, spiritual traditions. Spiritual awakening widens our embrace of ourselves and our life and deepens our care and compassion towards others and towards

all life. NLP offers a great set of distinctions, a powerful set of processes, and a core set of presuppositions that encourage insight and transformation. Since NLP is about the study of the structure of subjective experience, it is especially powerful at creating greater self-awareness and self-acceptance.

## Awakening



The real awakening is not  
an awakening to your day  
but an awakening to your life.

It occurs with the gradual casting of light  
on the glorious mess of your life;

when you realise, no matter how brightly  
you shine, you will still cast a shadow;

when you know no matter how carefully  
you tread, you will still leave dirty footprints  
in the lives of others;

when you recognise the only way forward  
is to walk with your head held high even though

you will likely fall short of the mark and  
you may never quite fulfill your promise.

You awaken when you know the next step  
you take will land you right in the middle  
of that glorious mess you call your life;

and you take the step anyway,  
unconditionally, wholeheartedly

because there is nowhere else  
you would rather land  
than in your own life.

Life is messy. We screw up. We hurt others. We get hurt. We live through dark times with dashed dreams, broken hearts, and bent spirits. Most of us do our best to do good and often fall short. We know we are flawed; we remember our mistakes and missteps; we hold ourselves back. We dream of another life where we can live and love freely. It is the resistance to our own life that often keeps us locked down. Landing in your life means accepting everything about it as it is. This acceptance is not resignation. It does not mean giving up. In fact, this radical acceptance is often the first step in making a transformation and the first step in a true spiritual awakening. ■



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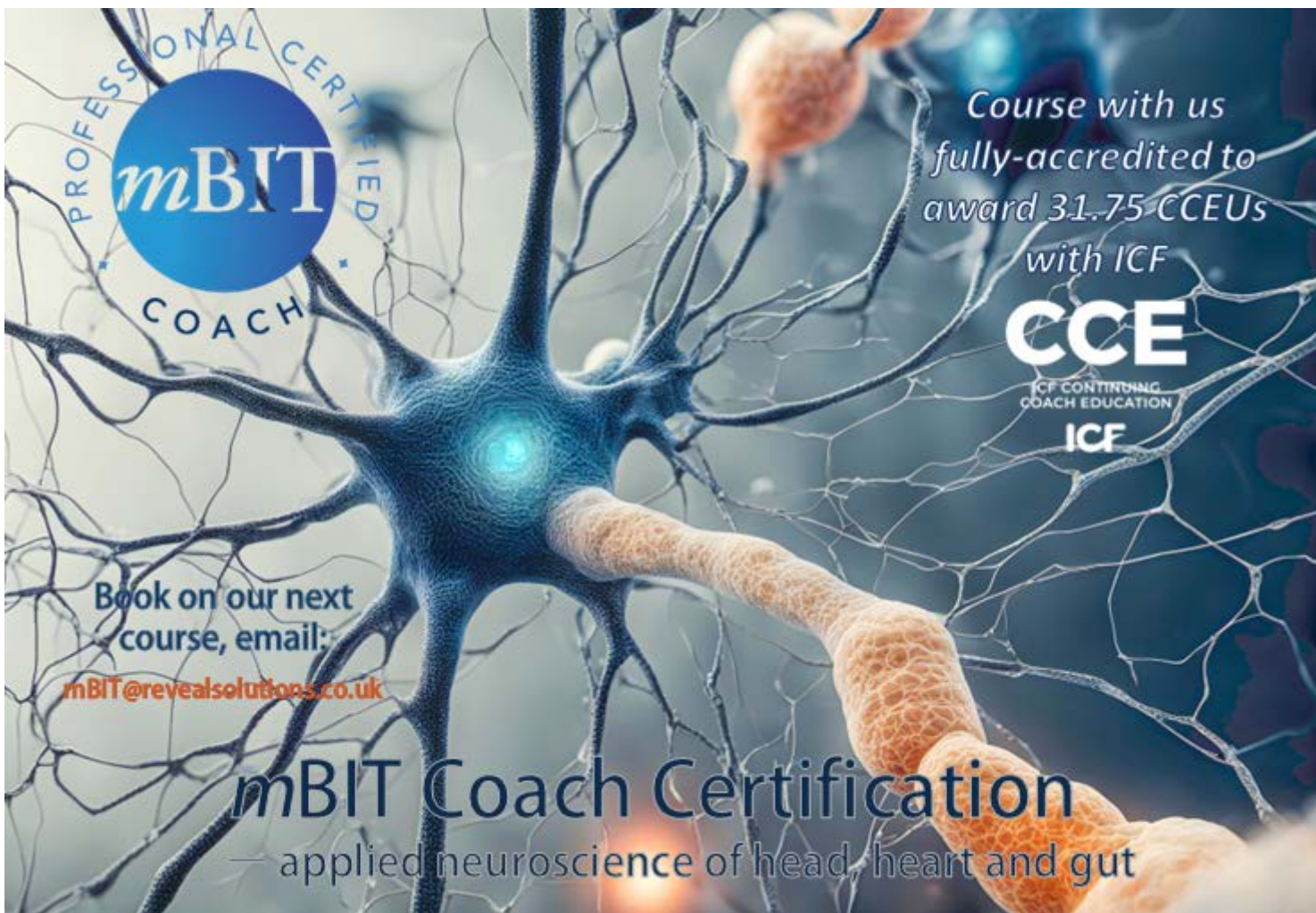
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# Deep NLP

## What's deeper than communication?



L. Michael Hall, PhD

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**G**iven that NLP is a communication model, when you learn NLP, you learn how to think. It is one of the most powerful side-effects of learning NLP. How is that? What explains this? The following:

- With the Meta Model, you learn to think clearly, accurately, precisely.
- With the VAK model, you learn to think in sensory-specific details.
- With the Milton Model, you learn to think hypnotically to induce resourceful states.
- With the Strategy Model, you learn to think strategically about the form/process of experience for replication.
- With the Meta States Model, you learn to think reflexively about your thinking and how to model the structure of experience at the higher levels.

Now, while thinking may not be felt as needed or as sexy as communication, the fact remains that you can communicate no better than you can think. It's ill-formed thinking that leads to ill-formed language and therefore to ill-formed communication, emotions and behaviours. That's because, as thinking is the central core of everything in communication, it is also the central core of everything human.

Because thinking dominates everything about NLP, what if this re-defines NLP? Have we not said from the beginning that it is not only the *content* of what you think, but *how you think* that determines your experience? So, given that, what if we made it

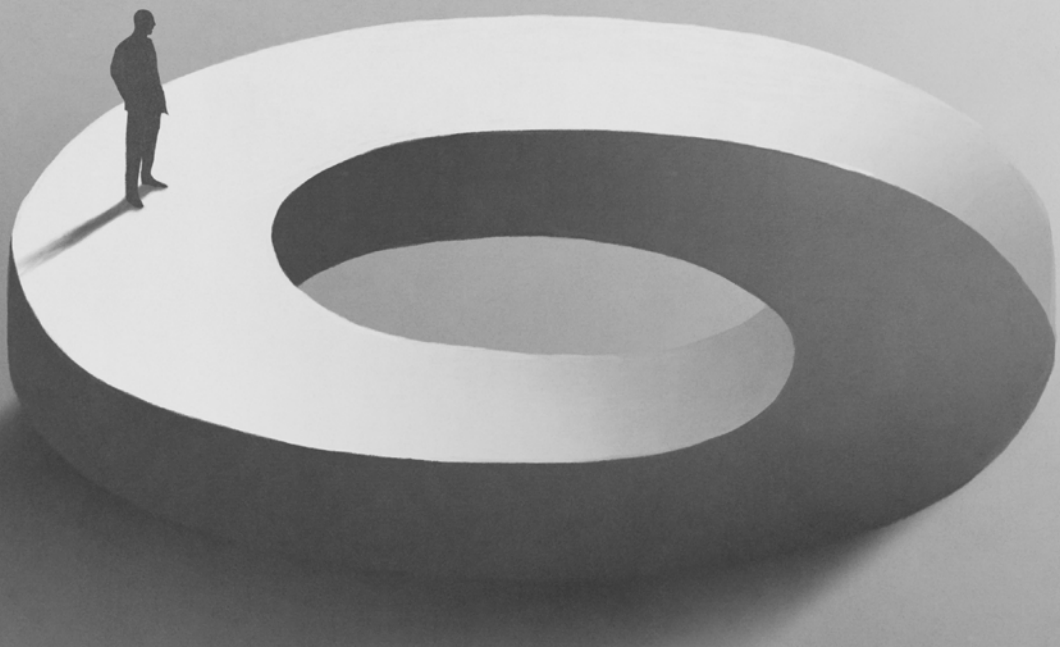
our objective to help people do higher-quality thinking? It strikes me there is now a new understanding of NLP: NLP is essentially a *Thinking Model*, and if it is a thinking model, then what we most fundamentally do is help people to do quality thinking, or at least we should.

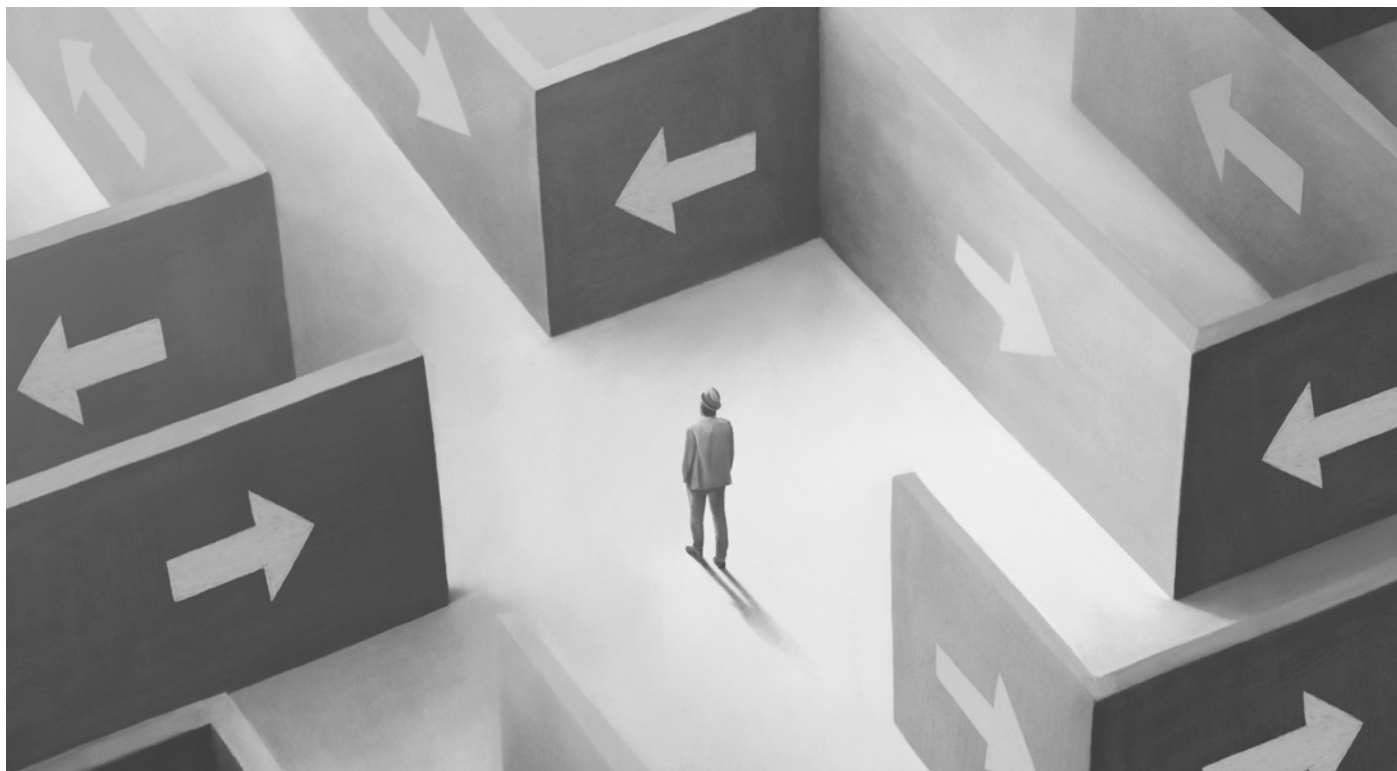
For decades now, when we define NLP, the most universal and common definition, one given everywhere around the world, is: NLP is a *Communication Model*. And it is a Communication Model for good reason:

- It began with the Meta Model of Language in Therapy.
- It expanded to the Representation systems, including how we code them with cinematic features called sub-modalities.
- It expanded with the hypnotic communication patterns of Erickson.
- It expanded to the Strategy Model for how an experience is structured.
- It expanded to the thinking/perceiving patterns we call Metaprograms.
- And what is any 'pattern' but a step-by-step way of thinking about how to experience something?

For all those reasons, it makes good sense to see and present NLP as a Communication Model. Yet there's something deeper than communication patterns and linguistic patterns. There is thought – thinking. Yes, NLP began as the founders became enthralled by *how* Perls, Satir and Erickson communicated and *how* their communications effected tremendous transformations.

**When  
you learn  
NLP, you  
learn how  
to think.**





Yet another question later emerged: How did these experts in therapeutic communications think? What thinking processes enabled them to communicate as they did? These questions take us deeper into something even more profound.

Thinking is a deeper and far more expansive phenomena than communication. After all, to become an expert you need to think like an expert. Even Bandler said so. In *Using Your Brain for a Change*, he wrote: "When I first started modeling, it seemed logical to find out what psychology had already learned about how people think." (1985, p. 14).

Similarly, Robert Dilts wrote in *Strategies of Genius*: "The belief system of NLP is that it is the thinking process behind the accomplishment that is the most important element of creating something like genius. ... The field of NLP has developed out of the modeling of human thinking skills." (Volume I, pp. xxiv, xxv)

What if *Deep NLP* is a study and presentation of thinking and thinking skills? Let's run with that idea. What if NLP is more essentially a Thinking Model than a Communication Model? After all, when you learn NLP, if you learn it properly, you learn to think. I've made this my focus for the past several years and have written a series of books on thinking as deeper than communication. I began with *Executive Thinking* (2018) and have recently published *Thinking for Humans* (2024) [www.neurosemantics.com](http://www.neurosemantics.com). Check it out and see what you think.

### The richness of thinking in NLP

Because it is true that when you learn NLP, you actually learn a great many different ways to think, what if this is the essence of NLP? Of course, this was probably not pointed out to you when you took NLP training. Most trainers do not seem to know that. Yet in the end you learned to think in multiple ways as never before! And, in each of these different ways of thinking, your *thinking skills* were expanded and enriched, thereby enabling you to generate all sorts of new ideas, responses and processes. And you were able to do both critical and creative thinking.

Consider all the different kinds of thinking inherent in NLP. There's sensory thinking (the VAK), linguistic thinking that leads to descriptive thinking, somatic thinking of the body, semantic thinking for our concepts, beliefs and evaluations. There is perceptual thinking (our metaprograms) and perceptual positions,

## What we most fundamentally do is help people to do quality thinking, or at least we should.

through which we can think using various perspectives. There is imaginative thinking (what if? thinking and hypnotic thinking), and metaphorical thinking. In terms of time, there is future thinking (predictive, anticipatory thinking), past thinking (remembering, reminiscing), and present time (sensory-based thinking). There is creative thinking and strategic thinking for modelling. There is the thinking that goes into framing and reframing. There is holistic and systemic thinking. There is inductive and deductive thinking (as you chunk up and down the scale of specificity and abstraction).

Wow! That's a lot of thinking. Further, thinking leads to all of the various constructs of the mind: beliefs, decisions, understandings, intentions, memories, imagination, anticipations, expectations, creativity and innovations. Thinking also leads to all the things we do relationally: promise, contract, relate, coach, lead, manage, parent, and on and on.

Because thinking is the process regarding how the brain processes information, it is both a conscious and unconscious process. In fact, it mostly occurs outside of conscious awareness rather than in it. Now, if thinking is a process, then it is a skill. And if it's a skill, then it's a capacity, a power, and a potential! And that brings us to the critical question...

### Who teaches thinking?

Who teaches clear, precise and accurate thinking? Who teaches creative and innovative thinking? All too often we assume that thinking is natural, inevitable, and good. Then we encounter poor thinking, crazy thinking, dysfunctional thinking, irrational thinking and realise that thinking – as a skill – can be good or bad, rational or irrational, functional or dysfunctional, childish or adult.

My thesis here is that when you learn NLP, *you learn to think*. That's the ideal. But are people trained in NLP better thinkers than most people? Sadly, they are not. Reading books, articles and websites by NLP people, you can see all sorts of Meta Model violations that encourage sloppy thinking, vague thinking and

▶ poor thinking.

What's the problem? How is it that someone could learn NLP and *not* become a better thinker? Perhaps we are assuming that learning the NLP models will automatically, and without effort or direction, lead people to think effectively. There certainly are people who experience that. But not everyone. Many people who learn NLP fail to use the appropriate thinking for the appropriate model. As a result, they do not learn how to effectively use the models. Accordingly, if you use the wrong thinking when you learn a specific model or application, your learning will be severely inhibited.

Given all this, I am more convinced than ever that we ought to be teaching people how to think using NLP. This has led me to research thinking and to model some of the best thinkers, which I have then put into a whole series of books on thinking. If you're interested, start with *Thinking for Humans* (2024) and then *Executive Thinking* (2018). <http://www.neurosemantics.com>

### The return of thinking

A big confusion seemed to occur soon after the founding of NLP. It was a confusion about thinking. The confusion? People began confusing 'thinking' with *conscious thinking*, not realising that most of our thinking occurs outside of conscious awareness. Consequently, a false dichotomy arose between the so-called 'conscious mind' and the 'unconscious mind'. Yet if we think holistically, there is but one mind, one intelligence, some of which is conscious but most of which is outside of conscious awareness.

This dichotomy is still alive and well today in the field of NLP and causing lots of problems. Like the dichotomy of 'mind' versus 'emotions', or 'mind' versus 'body', this dichotomy creates a false tension and conflict. Some draw the false conclusion that the mind is totally inadequate for coping with life, for facilitating change, for enriching the quality of life. They default on their own thinking and become quite willing to let someone else 'run their brain': "Just do some NLP on me and fix this problem."

It seems to me that there began in the 1980s a *return to thinking*. Here's some evidence of that:

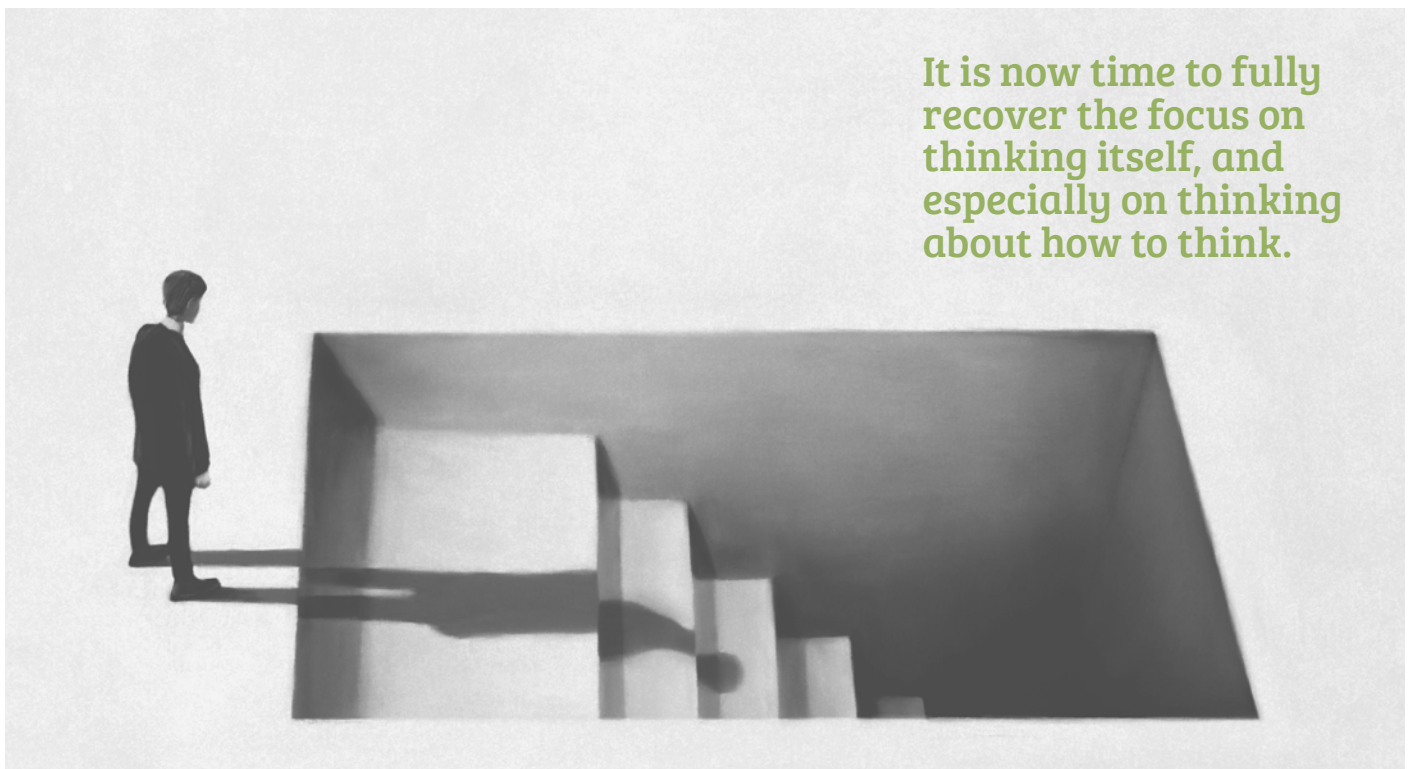
- Leslie Cameron LaBeau, 1980s, discovered the role of thinking when she recognised that some ways of thinking prevent certain classical NLP patterns from being effective. Out of that

discovery, she identified the first metaprograms.

- Joseph Yeager, 1985, wrote *Thinking about Thinking with NLP*. "NLP is the science of thinking about thinking... NLP practitioners "know exactly how to *change* your thinking habits, not just *talk* about them ... Unless one is able to make a breakthrough from absolute thinking to relative thinking, NLP is just so much bafflegab ... In NLP feeling (kinesthetic) is defined as a cognitive event. That is, feelings are thoughts, too. As expressed colloquially, the experience of *intuition* is a kinesthetic mode of thinking."
- Wyatt Woodsmall developed *Modeling II* to go beyond what an expert *did* (Modeling I) to his or her *person*. This brought thinking back to NLP as it shifted the focus from modelling *behaviour* to how the expert *thought* (Dilts' *Strategies of Genius* series).
- Reframing models (Dilts' *Sleight of Mouth*, Hall's *Mind-Lines: Lines for Changing Minds*) introduced how to think about the construct of meaning. In reframing, you change the way you think about something as you frame it in a new or different way.
- Steven Leads and Rachel Hott said: "It's our tendency as human beings to get into fixed habits so that we do not have to think about everything we do ... People are mostly unconscious. Without awareness, there is no opportunity for change." (*NLP: A Changing Perspective*)
- Robert Dilts: "The strategy for how one thinks about information is as important as the content of the information ... In this book I will attempt to model the thinking processes of a number of historical individuals, who have been identified as geniuses ... NLP provides a set of tools and distinctions that allow us to map out cognitive processes underlying the works of creative and exceptional people ... NLP looks for the deeper structures that produced these results." (*Strategies of Genius*)

In these ways, and many more, there's been a slow recognition of the importance of *thinking* and the *quality* of thinking in NLP. It is now time to fully recover the focus on thinking itself, and especially on thinking about how to think. Imagine the changes we could facilitate all around the world if we could raise the quality of thinking in schools, families, business and government. It would be truly revolutionary. ■

It is now time to fully recover the focus on thinking itself, and especially on thinking about how to think.



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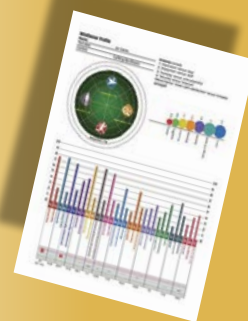


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Events  
Conference



**T**he NLP International Conference in London on 16-17 May 2026 will be the last in-person conference hosted by ANLP. We've been custodians of the conference since 2016, so it seems fitting that our 10th anniversary will be our last chance to celebrate.

## What's stopping you?

Finances? We appreciate that global economic challenges affect us all, which is why we have included as much value as we can.

Time? Making time for yourself to learn and grow is more important than ever. It's just two days for the conference itself and time over the rest of the year for the masterclasses.

Here are some facts about the 2026 NLP International Conference that we'd like to share.

- We are, currently, the only in-person NLP international conference in the world.
- We are not livestreaming the NLP Conference in 2026. If you want to be there for the live sessions, you have to *be* there.
- We are recording the NLP Conference and giving delegates lifetime access to the recordings AND the 2025 and 2026 masterclasses.

## Here's why we believe it's an easy financial decision...

The 2026 NLP Conference ticket price is £350 (which has been extended for Rapport readers until 2nd November 2025). The in-person conference is two days, two streams, twelve live sessions, recorded for you to watch again and again – over 80 hours of rich and powerful content.

But... the ticket price also includes all 10 x 2025 masterclasses

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and all 10 x 2026 masterclasses (live virtual and recorded), plus an ANLP Certified CPD certificate for each session you attend live online (virtual). The cost of each collection of 10 masterclasses is £160, so a total value of £320.

So... the in-person conference effectively costs £30 for:

- Two days of presentations at the Sheraton Skyline Heathrow Hotel (near London Heathrow Airport)
- Free refreshments on both days
- Lunch provided on both days
- Free car parking on both days
- Networking opportunities
- 8 exhibitors
- Free hugs (if you want them)
- An ANLP Certified CPD certificate for the weekend

We strive to give as much learning content and connection/networking opportunities as we possibly can. We aim to provide fresh, innovative and new content from our presenters – and the changes we have made to pricing means delegates are getting more value for money than ever – 80 hours of content... that's just £4.38 per hour!

## Here's why we believe it's an easy decision to spend *your* time...

Remember, with live, virtual access to the masterclasses for

## Will you be there to celebrate with us, just one more time?

2025 *and* 2026, live access to the in-person conference *and* the recordings for all conference sessions, with lifetime access, we feel it's incredible value for money and an important use of your time. The conference ticket price can be a business expense and, with ANLP Certified CPD certificates for those who attend, it can be part of your annual CPD quota. This makes it great value over a two-year period; it makes great business and personal learning sense too!

### What else is needed for your convincer strategy?

The full programme is now available, including many new presenters and many new concepts to explore. Spend the time seeing Robert Dilts (live) and his views on the world of NLP and the role NLP plays in the world. Listen to fresh, innovative and new sessions on the Winner's Triangle with Emma McNally, Going to the Edge with Sue Knight, The Use of NLP in Eating Disorder Recovery with Lindsey Agness and Sophie Baker, and Transforming Self-Doubt with Joanne Ellis... plus many more, all of which can be seen here: <https://www.nlpconference.com/conference-presenters>

Maybe the pandemic changed our perception of 'community' and we have learned new ways of being together in cyber space but it's never quite the same. There's something about the

in-person conference that makes it special. Humans are (mostly!) social creatures who enjoy the interaction of sharing a physical space.

We understand that our community has evolved to expect different things, which is why we have had to make the decision to make 2026 our last in-person conference. Like everyone, we are adapting to different ways of doing and being, because the in-person conference is no longer sustainable. We will always have those experiences of in-the-room interaction with people, building rapport and forging bonds and connections that will last... well, as long as they last! A Reason, A Season and A Lifetime (Chalker, 1995)! We've seen the friendships forged by (chance?) meetings at the conference... new businesses built... new partnerships... new ideas generated...

The field of NLP has many facets. The conference offers an opportunity to connect with people who have the tools to understand rapport, communication and the power of positivity - and you have to be there to get the full experience.

If you want to be present in the international NLP community, this is your last chance to join us at the in-person NLP Conference in London, 16-17 May 2026, where you will have time to focus on yourself, immerse yourself in the NLP community, learn from the best NLP professionals in the world and meet friends, new and established.

Will you be there to celebrate with us, just one more time? ■

## What People Say!

"I learned something new at every talk I attended. Wonderful to see how the world of NLP is growing and developing." - **Fiona Campbell**

"This conference exceeded my expectations as you do every year."  
- **Tina Beckham**

"Thank you for creating an international opportunity to celebrate NLP."  
- **Thabiso Mailula**

"What a fantastic time at the NLP Conference. After such a long time it was good to finally reconnect with old friends and make new ones!" - **Ronia Fraser**

"Everything was so impressive and brilliant, thank you so much for organising!"  
- **Sandra King**

"Absolutely brilliant to have the recordings to look forward to. Congratulations on an amazing job."  
- **Bernadette Bruckner**

# The NLP International Conference 2026

Saturday 16th – Sunday 17th May  
Sheraton Skyline, Heathrow, London

Last In Person NLP International Conference



## 2 streams over 2 days

Presenters include



David Shephard



Ed Grey



Emma McNally



Fiona Campbell Arrand



Joanna Ellis



Lindsey Agness



& Sophie Baker



Joanna Harper



Nishith Shah



& Judith Lowe



Reb Veale



Robert Dilts



Sian Goodspeed



Sue Knight



Super Early Bird tickets available until  
**2nd November 2025**

### Tickets include

- Full access to 2025 and 2026 virtual Masterclasses
- Refreshments, including lunch
- Discounted parking
- Lifetime access to recordings of the in person presentations as well as the virtual masterclasses

This event is live only –  
no live streaming

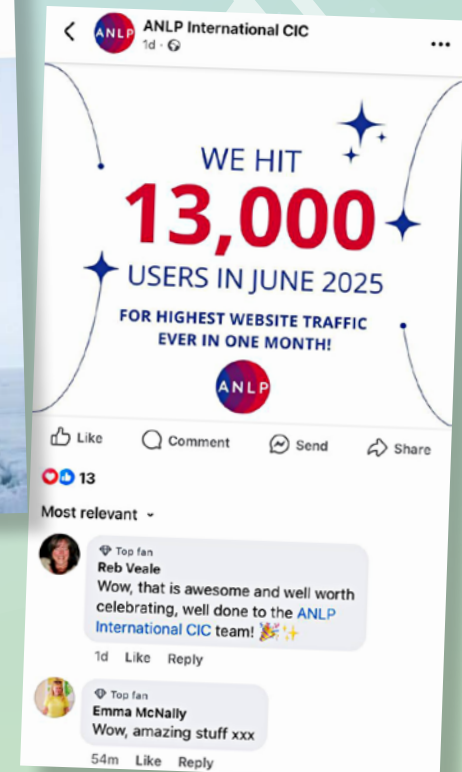
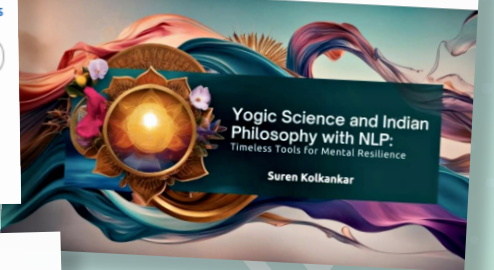
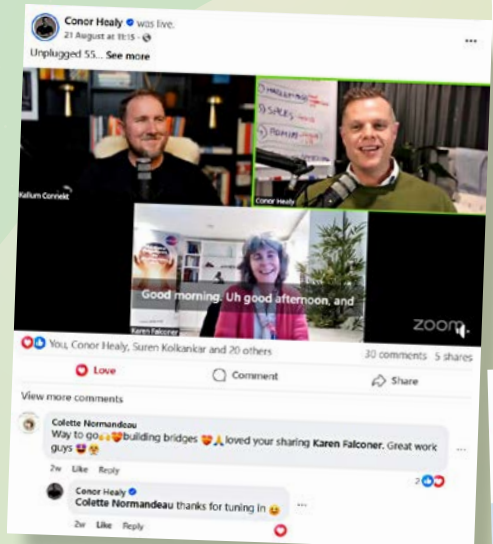
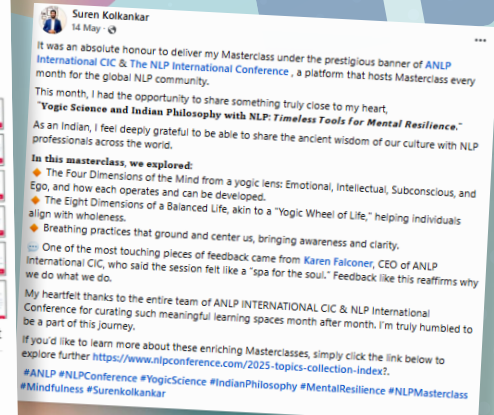


Hosted by



[www.nlpconference.com](http://www.nlpconference.com)

# Highlights from our Social Media Outlets Over the Last Few Months



# Level Up Your NLP Practice: Proven Best Practices for Getting More Coaching Clients



**Karen Falconer**

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www.anlp.org

**I**n today's competitive coaching and therapy landscape, attracting and retaining clients is more about professionalism and strategic marketing than relying on fate. ANLP provides a cornerstone of best practice principles for coaches and practitioners looking to build a thriving, ethical and reputable business. Here's how to put those principles into practice – and beyond.

## Present a professional shop window

When prospective clients meet you online – often first via the ANLP directory – you want your presence to immediately convey professionalism and trust. Our research shows potential clients are far more likely to click a profile with a photo than a logo, but blurred photos or those that look too casual can undermine the image you want to project, so use a high-quality, professional headshot.

Craft a concise, compelling profile. This is your elevator pitch, where you can highlight the problems you help solve, your niche or approach, and your unique style. Use bullet points for clarity and impact and consider adding a video to your profile – clients love the chance to experience your style before committing. When you're finished, try reading it from a perceptual position perspective to see your profile through the client's eyes.

Finally, linking directly to your own website from your ANLP profile builds credibility, improves SEO visibility, and makes it easy for clients to explore your offerings. Make sure you include a link back to your ANLP profile to reinforce your affiliation and make it as easy as possible for potential clients to choose you.

## Laying the ethical groundwork: contracting and documentation

Not all coaches place equal emphasis on contracts, but at ANLP we see formal contracting as foundational, helping you and your client stay aligned on expectations. Verbal agreements can be ambiguous – or even contested later. A written and signed contract can cover the scope of work, confidentiality boundaries, cancellation terms, fees, and the responsibilities of both parties.

Set clear expectations early on, specifying what the coaching or therapy includes, and what it doesn't. This prevents misaligned assumptions and supports informed consent.

Document everything. Keep records of session summaries, agreed actions, progress checkpoints, and client feedback. Good documentation builds trust, clarifies follow-up, and protects your professional integrity.

Strong contracting and meticulous documentation not only reduces misunderstandings but positions you as a professional partner, not just a provider.

## The 'invisible power' of referrals

For many successful coaches, word-of-mouth recommendations

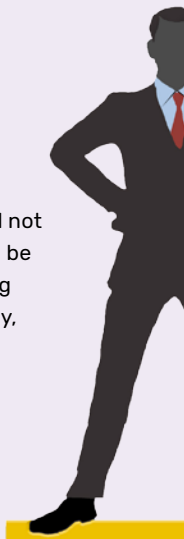
are the only marketing they ever need. However, you should not expect clients to automatically refer people to you. Instead, be intentional in the way you build credibility. That means doing excellent work consistently, sharing outcomes transparently, nurturing the relationship in and beyond sessions, and only asking clients for endorsements once you've helped them see concrete results.

## Direct contact and content marketing

If you prefer attracting clients in a more strategic way, a polished online presence and regular content marketing are essential. Blending organic contact with direct contact gives you a means of attracting clients at scale, rather than by luck. Three ideas for marketing are:

- Writing search-optimised blog posts or articles on your niche topics. Use keyword research tools (like Google Keyword Planner or SEMrush) to find out what questions your ideal clients are asking – and answer them. Focus more on timeless issues than fashions and trends.
- Producing video content where you share coaching tips, case studies (these can be anonymised), or mini-workshops. Videos (especially on YouTube) have a much longer 'halflife' than social media posts and continue to attract leads long after they are first posted.
- Leverage LinkedIn if your niche audience is active there. Optimise your profile, connect with your ideal clients, and follow a structured sequence: connect → converse → chat → close. It's sales-oriented but has long-term payoff when executed ethically and thoughtfully.

**Try reading your profile from a perceptual position perspective to see it through your client's eyes.**



For the most effective marketing, combine direct contact and bespoke content with client referrals.

### Use NLP techniques to enhance the sales conversation

When a client first contacts you, use NLP-informed tools to build rapport and explore their needs. Mirroring and matching their language patterns, tonality, meta programs and pacing helps clients feel understood and connected, and enables that first conversation to flow more easily.

Don't neglect managing your own state – anchoring positive emotions of past successes helps maintain the emotional state associated with your coaching.

Using these techniques make calls feel authentic, personalised, and focused on transformation, rather than purely transactional.

### Convert leads into clients with confidence

Converting leads into paying clients often comes down to mindset and structure, but having a defined sales funnel makes the process easier. For example, you could create a landing page on your website with a booking form for a discovery call, which leads to a deeper conversation and, hopefully, a new client. Keep it simple, focused, and easy to analyse.

Prepare to handle any objections ethically and confidently. To do this, you need to have confidence in the value you offer. Learn how to address pricing concerns, time constraints, or readiness hesitations with empathy and clarity.

At the end of each call with a prospective new client, outline a compelling action plan to clarify the process, expected outcome, timeline and next steps. Doing this will demonstrate your professionalism and helps seal commitment.

### Serve clients so well they stay (and refer!)

Building a sustainable business depends on retaining existing clients as much as acquiring new ones. Make it part of your process to have periodic reviews, such as quarterly check-ins or progress updates, where you and your client review wins and reframe goals. This is good for accountability and keeps the momentum going.

Ask your clients for feedback whenever you can. By inviting them to reflect on what is working – and what could improve – you can develop the relationship and help shape better outcomes.

Provide options for your clients to continue working with you, whether that's by extending a package, offering group coaching or running workshops. Give your clients a reason to stay connected or refer others to you.

### Stay aligned with ethical best practice

Integrity is vital to us at ANLP, and we know it goes hand in hand with credibility and business growth. We encourage all ANLP members to regularly revisit codes of conduct, scope-of-practice, safeguarding principles and record-keeping policies to ensure your practice remains safe, legal, and aligned with professional standards.

Clarifying your accreditations and credentials on your profile and marketing and being clear about what you are qualified to do and what isn't part of your service, also helps build transparency and trust.

### A winning formula

By combining credibility, clarity, content, client-centred NLP operating skills, and ethical practice, you create a professional ecosystem that attracts, retains and grows client relationships. Clients won't just find you, they'll stay with you and recommend you, and you'll build a reputation that becomes your most powerful marketing engine. The eight steps I've outlined in this article can play a key part in keeping you on track.

- 1 Polish your profile – photo, credentials and message – and create strong links between the ANLP directory and your own website.
- 2 Contract clearly, document consistently, and define scope rigorously.
- 3 Pursue referrals, but with intention – don't rely on luck.
- 4 Build your online presence with evergreen blogs, videos, and purposeful communication.
- 5 Use NLP-based rapport-building to enrich client conversations.
- 6 Use a streamlined sales funnel to turn leads into clients ethically and confidently.
- 7 Engage better with your existing clients through periodic reviews, feedback invitations, and transparent options to continue.
- 8 Operate ethically, aligned with ANLP standards on contracting, accreditation and privacy.

In summary, getting – and keeping – clients isn't about chasing trends; it's about laying a professional foundation, marketing intelligently, communicating with empathy and skill, and delivering value consistently. Above all, following ANLP's guidance on ethical, structured practice sets you apart in a crowded field and creates momentum that multiplies. ■

Inviting clients to reflect on what is working – and what could improve – helps develop the relationship and shape better outcomes.

# The eCoherence Zone:

*Same, Same, Different*



By Lizzi Larbalestier, ANLP Regional Ambassador for Cornwall and the NLP Specialist Envoy for the Environment and Oceans. [www.anlp.org/people/lizzi-larbalestier](http://www.anlp.org/people/lizzi-larbalestier)

Perhaps you have found yourself in nature recently, observing features of the landscape. It's fascinating to see how we each relate with the outdoors in terms of sameness and difference.

We know that the neocortex of our brain is particularly great at pattern recognition and wired for this, using mental templates to match and predict. And yet, when it comes to truly connecting with the natural world, difference is often where the magic lies. If each time we visit a new location we are thinking "This is just like that," we might be missing some of the nuance. Think about it... How can one piece of coastline be 'exactly' like another? Even the same piece of coastline is unlike itself as shifting conditions contribute to the way it shows up (daylight, weather, tide, season and more).

Instead of openly exploring, we can find ourselves in a "Yeah, yeah, yeah... Been there, done that before" state of mind, closing our eyes and ears to potential insight, wonder and awe.

There are many examples of insects and animals looking similar when they are in fact different species – the monarch butterfly, for instance, has many lookalikes, particularly the viceroy, which employs mimicry to appear toxic to its predators. Similar plants are even trickier to discern, and this doesn't even address the fact that each individual plant or animal of the same species is of course unique.

Seeking sameness is a useful learning mechanism, but it can lead to dialling out our senses and failing to question. So, make a mental note to soften into a state of curiosity – a reminder that map and territory are vastly different. Learn birdsongs and practise identifying trees or flowers by valuing what makes them different rather than the same. Awaken your mind and expand your filters to admire the subjective brilliance of each and every moment, applying the same inquisitive stance to all your relationships.

Learning about nature helps us to become more nature-connected. In the words of Jacques Cousteau, "We understand what we are taught, we love what we know, and we protect what we love." ■

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