

NEURO-SEMANTICS®
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NEURO-SEMANTICS®

Neuro-Semantics is a big word about a profoundly simple idea. The idea is that we literally and actually *embody* our knowledge and ideas. What we know in our heads, we translate into our muscle memory.

Neuro speaks about our nervous system and neurology which is the hard-wire of our thinking-and-feeling. *Semantics* speaks about the *meanings* that we create and then incorporate into our bodies. We *feel meanings* in our bodies, we call them “emotions.” These motions move us to act (*e-motion*: to move out). This embodiment of our meanings as “emotions” involve what we call “logical levels” i.e., values, ideas, beliefs, understandings, expectations, intentions, decisions, frames, etc.

As a model, **Neuro-Semantics** describes *how* we humans *make meaning* through evaluating experiences, events, words, etc. and then experience that meaning as our mind-body-emotional or neuro-semantic states.

This model describes how we live in the world of meaning (our Matrix), part of which we inherit and part of which we construct. Neuro-Semantics describes how we take external references, make them our frames of reference, and then our meaning frames. Our neuro-semantic states result from our Matrix of frames in which we live and the matrices of meanings that govern our mind-body-emotion system.

As a field, *Neuro-Semantics* developed from the extensive application of the *Meta-States model*. Meta-States describes the operations and principles of our self-reflexive consciousness and how we create layers of fluid levels which textures our mental-emotional states.

Meta-States reveals how we never just think. That’s because as soon as we think or feel, we think-and-feel *about* our first thoughts, and we do this repeatedly, layer upon layer. This reflexivity of our states creates the psycho-logical layers that make up our Matrix and which governs the games that we play in life.

In all of this Neuro-Semantics takes NLP to a new and higher level as it expands the **NLP** model as it creates a systemic unifying frame.

It does this by its focus on *meaning* and the higher level structures of the mind. Neuro-Semantics is dedicated to the discovery of empowering frames for truly running our own brains at all of its levels.

THE MAGIC OF META-STATES

Neuro-Semantics grew out of the discovery of Meta-States which was discovered during a modeling project on *resilience*. When we build up states-about-states, our meta-level frames create higher and more stable states. We call these our “attitudes,” beliefs, and belief systems. Alfred Korzybski (*Science and Sanity*) emphasized this in his descriptions of “consciousness of consciousness” and his multiple-ordered levels of abstraction. Gregory Bateson spoke of it as the meta-function and the meta-levels of mind. After Michael Hall formulated the Meta-States model in 1994, many patterns soon began to emerge as well as the understanding that meta-stating is central to all of the powerful NLP technologies.

Meta-States first appeared as a paper that the International NLP Trainers Association awarded as the most significant contribution to NLP in 1995. The first book, *Meta-States*, appeared in that same year. It was soon applied as a workshop for personal development (*Dragon Slaying*, 1996). From there *Meta-States* became a training workshop and began to tour the USA and the UK. Within another year, *Meta-States* was applied to conversational reframing (*Mind-Lines*, 1997), time-line processes (*Time-Lining*, 1997) and Meta-Programs (*Figuring Out People*).

Today the most readable expression of *Meta-States* is *Secrets of Personal Mastery* (2000) which offers the basic patterns and the content of the 3-Day introduction Training called **APG**—*Accessing Personal Genius*. Hall created *Frame Games* to repackage NLP and NS without the jargon. While the intent with *Frame Games* was simply to offer a user-friendly version of Meta-States, it instead opened up even newer avenues for the development of Neuro-Semantics.

Tom Welch is the official recorder of Neuro-Semantic trainings. For audio and video products, see the following two websites:

www.neurosemantics.com

www.nlp-video.com

“The *International NLP Trainers Association* (INLPTA) awards Michael Hall for his development of the Meta-States Model, for the most significant contribution to NLP, 1994-1995.”

Dr. Wyatt Woodsmall

META-STATES

Reflexivity in Human States of Consciousness, (2nd ed. 2000)

L. Michael Hall, Ph.D. NSP. (300 pages) \$25.

This new edition completely revises and updates the original version of *Meta-States*. This is the book that launched the third meta-domain of NLP and later created the field of Neuro-Semantics. Because this book presents Meta-States as a model, it is academically oriented. As an expression of the cognitive-behavioral sciences, *Meta-States* describes how our mind-body-emotion states interact and manifest in our everyday experiences. Meta-States works with a the most unique feature of human consciousness—*self-reflexive consciousness* and models how this feedback process involving how our meta-jumping thoughts and feelings continually generate states—*about-states*, or meta-states.

In this book discover how—

- *Meta-States* takes NLP to the next level by tracking the meta-level jumps in the feedback loops.
- *Primary* states and a *meta-states* differ.
- Mind *reflects back* onto itself to create the higher matrix of frames and frames embedded within frames.
- Dozens of “logical levels” govern our experiences as a *meta-class of life*.
- Our neuro-semantic states creates the Matrix of our mind.
- Meta-stating processes create richer textures in our everyday experiences and to model the more complex states.
- *Meta-States’* unified field theory for NLP leads to advanced modeling.
- Meta-Levels advances modeling excellence in creating gestalt states such as proactivity, forgiveness, self-esteeming, and much more.
- And how with Meta-States, *the magic of NLP continues*.

Discover the original work that took NLP to a meta-level and forever

“In Meta-States, a seemingly complex theory actually provides simple techniques for producing effective results. The model gives one the processes of the for increasing personal effectiveness.”

Hugh Yamashiro, Trainer, Japan

changed the face and future of NLP.

“This is fantastic, well-grounded in research, and rich and coherent theoretically. I definitely think that *Meta-States* training represents a breakthrough in psychology.” *Omar Salom*, Columbia, Psychologist

SECRETS OF PERSONAL MASTERY

Advanced Techniques for Accessing Your Higher Levels of Consciousness
L. Michael Hall, Ph.D. Crown House Publishing, Paperback (224 pages), \$25.

Secrets of Personal Mastery takes you on a journey into the patterns of the 3-day Meta-States training, **APG**— *Accessing Your Personal Genius* to give you an experience of the power of Meta-States for finding and creating executive states of mind. This allows you to get to your “boss” and to take control of your states and experiences.

Secrets of Personal Mastery enables you to access your executive levels and take charge of your mental-emotional programming. Use it to develop the higher frames of mind that will enable you to control your states, take effective action, access your personal genius, and be at your best. *Secrets* treats *mind* as an emergent process of our entire mind-body-emotion system and leads to one of the secrets: it’s not *what* we think that controls our destiny and experiences, but *how* we think—*our frames of mind*.

To achieve personal mastery, this book coaches you through various thought experiments that work with and upon your “executive” powers. As you engage these processes, you enter into the higher management of your own mind at all its levels. This prepares you for the ultimate development of excellence—*accessing your personal genius*. Ready for a journey? Ready to explore the higher structures that organize and govern the very basis of your life? Good. *Secrets of Personal Mastery* takes you through a course that accesses and allows you to re-structure your—

- mind and emotions
- self-sabotaging frames
- innate genius for personal and interpersonal development
- passion for the excellence of expertise
- languaging for empowering semantic states
- mind-muscle connection for greater congruency

“Incredible, inspiring, and revealing. Buy this book.”
Rob McCarter, MS, LPC, NCC

DRAGON SLAYING

Dragons to Princes (2nd ed., 2000)

Neuro-Semantics Publications. Paperback (300 pages), \$25.

This new edition of *Dragon Slaying* totally revises the original book and presents *Meta-States* in an easy to understand way for personal development and therapy. This book primarily addresses the negative kind of states of mind and emotion by which we turn our psychic energies against ourselves and create “dragon” states. If you have any kind of *dragon state* that you would like to tame, slay, or transform, this book will give you the tools and skills to do just that.

The *magic* of using NLP and Meta-States occurs by learning to make the meta-move and recognizing the *structure* of our states and experiences. That’s the heart of Meta-States—how we layer level upon level of thoughts, feelings, memories, imaginations and sometimes create both states that serve us very well and those that do not serve us well.

Dragon Slaying offers a model for understanding experiences, how we create them, and what we can do about them. Learn *Meta-States* to appreciate *the levels of thought* and our psycho-logical levels. Discover how self-reflexivity enables us to simply follow the flow of thought as it *reflects* back onto itself as we think about our previous thinking.

- Learn to identify dragon states—how you have turned your negative states against yourself.
- Discover how to tame the negative energies at the primary level and learn to ride those powerful energies so that they serve you.
- Develop the skills for recognizing the linguistic cues of dragon states.
- Discover how to use the Dragon Slaying sword of the Meta-Model to slay those dragons that are toxic and unhealthy.
- Transform your states of mind into those that bring out your best and enable you to access the higher states of self-esteem, resilience, proactivity, and genius.

“The Meta-States Model could end up becoming known as the model that ate NLP.”

Dr. Graham Dawes, NLP Trainer, London
Review of *Dragon Slaying*, Rapport, 1997

WINNING THE INNER GAME

(Previous Title: *Frame Games*)

L. Michael Hall, Ph.D. NS Paperback: (230 pages). \$25

Six years after the Meta-States revolution began, *Frame Games* appeared as a user-friendly version of Meta-States. *Frame Games* simplifies many of the complexities in the cognitive behavioral sciences as it addresses the structure of meaning that form the games we play. Yet it goes further. It describes the games that we *get* to play when we know how to control the higher levels of our mind.

Eric Berne started a revolution in the fields of psychology and self-development when he wrote *Games People Play* (1964). Yet all of his psychoanalytic games were negative and destructive. Not so with *Frame Games*. Now we get to play games that make life more fun and productive. In *Frame Games* a *game* refers to all of the behaviors, actions, roles, rituals, even feelings that we daily play out. Every mood, attitude, behavior, skill, role, ritual, etc. that we experience, we play some game.

Because our games are determined by our mental and emotional frames, there is rhyme and reason to our games. Every game comes from and expresses some higher frame of reference and frame of meaning in our heads, hence, *Frame Games*. Frames involve our ideas, thoughts, beliefs, understandings, decisions, values, models, paradigms, definitions, learnings, etc. We always play from some *frame of mind*.

Together, the games that our frames initiate direct our mind-body states (i.e., our very thinking, emoting, behaving, relating, etc.). This makes our *Frame Games* critically important. Our frame games govern and determine the very quality of our everyday experiences and life. Our frame games exercise an influence over us about the meaning of life and the way to play out that meaning in our every actions. *All of life is a game—played inside of frames within frames of frames*. Discovering the Frame Game secrets makes you a frame game master and turbo-charges your persuasion skills.

Frame Games describes the games we all play, the games that we play everyday of our lives, and the games that we play in every arena of life: health, wealth, business, personal, etc. *Frame Games* explains why we act the way we do, our thinking patterns, emotional habits, and the actions and interactions that make or break us. *Frame Games* goes beyond the old Transactional Analysis games and provides a user-friendly version of NLP and Neuro-Semantics.

- Access the right kind of mental frames that will put you in charge of your own states and emotions, that will increase your effectiveness, productivity, health, personal genius, etc.
- Discover that all of life is truly a game played within frames and frames-of-frames and learn how to detect, alter, and transform the

Matrix of your mental frames and enter into an entirely new world of experience.

- Point you in the way of personal mastery, the higher levels of mind, will reveal the *secrets* of success, and will enable you to truly master your own Matrix of frames.
- Develop skill in recognizing the games; practice Frame Game analysis, power up to refuse old games and play the intentionality game that allows you to take an intentional stance in life.

The New 2006 Edition — Winning the Inner Game

Discover how it operates and how to successfully play it and you'll have the outer game of peak performance in the palm of your hand. Fail to do that and you'll keep buying more self-development books trying to understand *the Game of Life* and how to succeed in all of its dimensions, yet missing the leverage point.

Winning the Inner Game opens up a whole new dimension of life.

It opens up all of multiple layers of frames that make up our belief *systems* and reveal the Matrix. And, it is in the construct of the Matrix that we create the inner game, its rules, and governing frames of life. Experiencing these dimensions of mind and emotion, time and space, meaning and performance will enable you to master your Matrix.

Winning the Inner Game is like taking the Red Pill, escaping your current Matrix, and then re-entering the Matrix of your frames to change it from the inside.

Because our *inner* and the *outer* games are our construct of frames, to win at these *frame games* you only need to discover the games, develop framing skills, learn to change them, and alter the rules. Then you'll win at the games that you want to play. *Winning the Inner Game* will forever change the way you look yourself, others, work, the world, and your future.

“The field of Neuro-Semantics has focused on making NLP conscious; it puts the theory and theoretical foundations ‘on the table.’ I love how Meta-States goes right for a person’s highest frames—those that govern motivation and life.”

Joe Peoples, Business Consultant/ Coach

GAMES FOR MASTERING FEAR

L. Michael Hall, Ph.D. and Bobby G. Bodenhamer, D.Min. (2001)
Neuro-Semantic Publications. Paperback (250 pages). \$20.

- What emotional games do you play when it comes to threatening,

- new, different, or risky things?
- What games do other people and situations recruit you to play that induces you into fearful states?
- Are you more likely to play games of fear than games of courage, curiosity, and risk taking?
- Are you ready to master any and every fear, whether appropriate or inappropriate?

Games For Mastering Fear gives you all the tools you need for taking charge of your life, your emotions, your choices, and your fears. The *Fear Mastery Games* in this book are based on the Meta-States model and represents one book in the *Frame Games* series providing a user-friendly version of a new cutting-edge psychology. Read this book and “run your own brain.”

Whether you play *Fear Games* that scare the daylights out of you and keep you in terror, or *Anxiety Games* that keep you constricting your world, or *Courage and Passion Games* that allow you to go after your dreams—you are playing the games that make up your life. All games have one thing in common. Our games are driven and governed by our frames. Change the frames and the games change.

Fear stops so many from finding their passion and following that passion in their professional careers and personal lives. Why? Because they have let *fear* have the last word, because they have taken the wrong counsel from fear, because they have not learned how to master fear. Now you can.

“Meta-States provides a clear and useful presentation of insights into human nature and how to promote change.”

John Burton, Ed.D.

“This material can spare people years of useless, expensive effort with traditional therapeutic modalities.”

Craig Johnson

GAMES FIT AND SLIM PEOPLE PLAY

Winning the Game of Being Slim and Fit (2001)

L. Michael Hall, Ph.D. Neuro-Semantics Publications. Paperback, \$25

Based upon the model in *Frame Games*, this book exclusively targets the subject of weight management, fitness, slimming, and exercise. *The unique perspective* in this book is that it looks at the fuller story regarding our relationship to food (eating) and movement (exercise), it looks at the rules behind the *games* that we play. This leads to exploring managing weight, body shape and size by naming of the game we're playing, identifying the rules of the game, the players, how to score, what makes a win, etc.

Discover how to —

- Distinguish healthy versus toxic food and eating games
- Quality control the games you play to make sure that they are healthy and support you.
- Reject, and refuse to be recruited to, unproductive games.
- Use the framing tools to create new games that are empowering.

Games Fit and Slim People Play offers a new and exciting way to look at how we think, feel, perceive, talk, and act as we go about the day to day business of *eating and exercising*, living in our bodies, and getting ourselves to do the things that we know we ought to do. It focuses on developing the mind set (frame of mind) about food, self, others, eating, exercising, etc. that best enables us to play Win/Win games.

Why the Idea of “Games?”

Because we are all inveterate game players. In every facet of life, we play games. This is true for the Business Games that we play and especially true for the *games* that we play with food. These games spring from the *frames* we set (our *frames-of-reference, frames of mind*).

We learn the games that we play with food and exercise originally in our home environment. And rather than thinking of food as just food, as fuel, and relate to it as fuel for our vitality and stamina, we think of it in other terms: reward, comfort, love, security, stress relief, etc. We *psycho-eat*. That's the game we play with food. We eat food and stuff our bodies with the wrong kinds of food in a search for various *psychological feelings*. And we will continue to play such games as long as we so *frame* food. The frame governs the game, even if it's to our detriment.

The good news is this: as we *learned* to play such games in the first play, we can learn to play other games, new games, empowering games, games that support our health, looks, shape, size, energy, vitality, etc. . We can learn to say “*No!*” to the Games that do not enhance our lives and “*Yes!*” to the games that do empower us. We can learn to detect and refuse to be recruited to the destructive games that sabotage our effectiveness.

We can learn to design and play much more life enhancing games. The difference between people who do not manage their weight and fitness well and those who do ultimately involves *the frames of mind* that govern and determine the games we play. *Experts* at weight management excel at playing a different set of games around eating and exercising. This book identifies those games and how to play them.

Discover now the missing ingredient that makes the dieting game itself toxic and only set one up for what's now known as "Yo-Yo Dieting." It doesn't work. What works is changing one's frames so thoroughly that you learn to play an entirely new and more enhancing Game.

Training Manual — *Games Slim and Trim People Play*

INSIDE-OUT WEALTH

Mastering Your Wealth Matrix

L. Michael Hall, Ph.D. Training Manual, \$35

What games do the first-generation rich, self-made millionaires play? What about those people who not only build financial wealth and independence, but who do so in a way that allows them to experience the full range of “wealth”—physically, mentally, emotionally, personally, interpersonally, spiritually? What are their games?

I began the process of modeling wealth building to use the model first for myself. I wanted the strategy. Why? I wanted the financial independence so that I pursue the things I really love and care about. Then, to give that strategy to the Neuro-Semantic trainers so that they could do the same.

Funny thing, living by the frames of abundance and possibility, I began playing the games of the wealthy and have found that there are a dozen basic secrets. Among them is the central key—*implementing what you know to do*. This has added a critical factor to Neuro-Semantics, closing the knowing-doing gap and taking action on the principles of wealth building. This has given me a financial independence that I only dreamed about for years.

GAMES BUSINESS EXPERTS PLAY

Winning at the Game of Business (2001)

L. Michael Hall, Ph.D. Crown House Books. Hardback, \$35

This book's unique perspective is that it looks at business from the standpoint of a "game." This leads to exploring the business excellence from the standpoint of exploring such things as the name of the game, the rules of the game, the players, how to score, what makes a win, etc. The book distinguishes healthy versus toxic games, enables you to quality controlling the games you play, give you the power and focus to reject toxic games and to refuse recruitment to unproductive games. It also puts into your hands the tools for creating new empowering games.

Why View Behaviors and Conversations as "Games?"

Because that's what we *do*, as inveterate game players, we play verbal, behavioral, and mental games in every facet of life. This is especially true for the context of business.

These *games* spring from the *frames* we set. In business, we enter into games already underway and then *learn* to play such games. Some of the frame games empower us to use our mental and emotional powers efficiently, other frame games undermine us, sabotage our effectiveness, and poison our state of mind. We need to first recognize such games, then develop the power to refuse the toxic ones, and then step up to play the more enhancing ones.

Experts are those who excel at their games. They attain excellence because of the game they play, how they play, then frame of mind that governs their playing, etc. Modeling their games enables us to replicate their expertise.

- *Expert Business Games.* To get expert results, we have to replicate the way the experts think and act. How do experts play the Business Games they do? What games do they play? This book offers practical descriptions of how *business experts play winning games*. It highlights the frames of mind that inform their games, offers ways we can adopt that kind of thinking, how to say "No!" to zero-sum and destructive games, and *how to invent new games* that will bring out our best and our playfulness.
- *Game Detection Skills.* Discover the art of how to detect frame games and to operate more mindfully in what we do.
- *Transformation Secrets.* Learn how games recruit us, how to refuse them, how to invite others to play healthier games, etc. Discover the secrets for *managing change*.
- *Quality Control Secrets.* Learn how to run quality control processes on our mental and relational games so that we can catch sick games before they poison us.
- *Game Analysis.* Discover an analysis process for checking out the games that others seek to recruit us to and which we may unknowingly fall into playing.

Games Business Experts Play focuses first on the presence of frame games, then on the frames that set us up to play these games. It introduces the art of *actually catching a game in action* and from there to how *to change a game*. The book presents games for powering up to play, and the games of the experts.

- Practical insight about why we do the things we do in business.
- Practical ability to quality control our games.
- Develop true empowerment and ability in challenging and changing old toxic games that undermine success.
- Take control of the higher levels of mind that determine the games, their rules, and how to play.
- Instantly recognize the games people invite us to play.
- Develop effectively skills in playing Win/Win games.
- Insight about where people, where they are “coming from” (the games they want to play) and how to effectively leverage them to develop greater rapport.
- Install empowering attitudes for playing.
- Become clear and focused on the games that you want to play.
- Quickly analyze any game for understanding and reading people.

“Dr. Hall masterfully explains, demonstrates, and models *Meta-States* so that from newcomers to masters in this field, people effectively learn to use the model to make a difference in life.”

William P. Glaros, DDS

“The new technology of *Meta-States* is the most powerful strategy for change, self-improvement, and motivation since NLP. *Meta-States* gives the key to unlock the potential of our minds.”

Sterling Harris, Media Consultant, Wash. DC

GAMES GREAT LOVERS PLAY

Mastering the Game of Love (2004)

L. Michael Hall, Ph.D. NS Publications \$25

- What are the games that those who know how to truly *love* play?
- What frames of mind do they come from?
- How can we become great lovers in all areas: seductive and sexual, committed and bonding, playful and charming, loyal and faithful?
- What games allow us to bond in a satisfying and lasting way?
- What games enable us to work through challenges and to “fight” in a way that supports each person?
- What games enable us to have fun and pleasure in everyday activities?
- Are you ready to play the Love Game?
- Are you ready to enrich your personal relationships?

Who are the *great lovers*? What are they like? For beginners, *Great Lovers* are great listeners, connectors, they can extend themselves for others, they support, ring your bells, work through conflicts, seek first to understand, and rise above their moods to base the bonding on more than just mere emotion.

Love is about *your frames of mind*. It’s your mental and emotional *frames* that determine your thoughts-and-feelings of love, about love and loving, and about all of the facets that affect love—differences, bonding, connecting, communicating, conflicting, forgiving, caring, listening, playing, and pleasuring. Do you have the *frames of mind and meaning* that enable you to operate out of a rich and loving Matrix? *Games Great Lovers Play* will expose the old games that don’t work and invite you into some new that will powerfully enhance your loving. Your lover will love you for it!

“What Dr. Michael Hall is presenting is truly a new area of NLP that solidly integrates with the rest of NLP; it brings a completeness to NLP that’s greatly needed.”

Tommy Belk, MA, M.Div. LPC

FIGURING OUT PEOPLE:

Reading People Using Meta-Programs (1997/ 2006)

L. Michael Hall & Bobby Bodenhamer (360 pages) \$30

- Why do people think, feel, talk, and act the way they do?
- Are people predictable enough to be “figured out?”
- Can we use the meta-programs of NLP to diagnose and profile the patterns of attention and perception of people?

Figuring Out People ... we all seek to do it. Everyday we spend time mind-reading and second-guessing the people with whom we live, work, associate, negotiate, parent, and love. We guess at their intentions, motives, future actions, beliefs, and more. In this transformational book, discover the magic of Meta-Programs as perceptual lens and the power of figuring out where others are coming from. *Figuring Out People* takes the reader far beyond mere personality typing to being able to recognize and work with each person’s uniqueness. Each meta-program provides another way in which we differ as well as another way to create meta-rapport for closer relationships and more indepth understanding and appreciation.

As a meta-domain of NLP *Meta-Programs* describes how we sort for information and use perceptual filters. Recognizing and matching how a person processes information, what he or she sorts for, enables us to more effectively communicate, relate, motivate, etc. *Meta-Programs* arise from meta-states. We now know that these sorting distinctions arise as meta-states coalesce from mind into body. Meta-Programs then are former meta-states that have moved from mind into muscle to become our perceptual frames, the very way we “see” the world gives us one way to think about the structure of personality, that is, how we behavior.

Figuring Out People provides an encyclopedia of information and puts at your fingertips the most exhaustive and cutting-edge work in the field of the Meta-Programs. Discover 50 ways we sort information. This is an essential tool for anyone who works with people, wants to diagnose how a person is functioning, etc.

- Discover meta-programs as solidified meta-states that create a key operating system that governs how we run our brains.
- Learn how to effectively work with the meta-programs for enhancing relationships, business acumen, therapy competency, coaching skills, and much more.
- Discover how to profile people’s patterns for advanced modeling.

Recommendations

Figuring Out People is unique in several ways. It explains the origins of Meta-Programs and places them in the larger context of human growth and change; it provides in-depth discussion, and it contributes to the development and expansion of Meta-Programs—an outstanding

contributions to an area which lies at the heart of NLP.

Wyatt Woodsmall, Ph.D.

This depth coverage of Meta-Programs is a must for your NLP library. It encapsulates everything that has ever been written, presented, and developed plus much more. I particularly like the motivating exercises that get you using what you learn—an excellent and truly comprehensive book.

Katrina Patterson

THE META-DETECTIVE GAME™

The Meta-Programs Board Game

Designed & Developed by L. Michael Hall; Artwork by Mark Hall

\$44.95 or \$59 with a copy of *Figuring Out People*

Before NLP and Neuro-Semantics, we said,

“People are so confusing! And mysterious and strange and unpredictable. So how in the world are we supposed to “read” another person?”

We then discovered that there is form and structure to experience. Every human experience from selling, being motivated, writing, negotiating, developing new skills, falling loving, procrastinating, depressing, and learning has a structure and is predictable. As a cognitive-behavioral science about communication, NLP revolutionized this predictability as it identified eye-accessing cues, linguistic patterns, and meta-programs.

Meta-programs—those predictable processes above and beyond our everyday processes that describe predictable patterns that we can actually learn to detect in others. Like the “glass half-full and glass half-empty” distinction, people learn to perceive, sort for, and pay attention to certain classes of information. Some want the big picture (global) and some want the specific details (specific); some match what you say for what’s the same (match) and others mismatch for differences (mismatch).

There are over 50 meta-program distinctions that enable us to *read people* and recognize their information processing style. With that information we can then create rapport more effectively, recognize patterns, predict responses, profile those best for a job or task, meet them at their model of the world, work at a meta-level when a person is stuck in one of these patterns, and much more.

But *how* do we learn 50 sets of critical distinctions? By rote memory? What fun is that? What if you could pick them up and make them part of your own expertise in pattern detection by *playing a game*? Now you can.

If you are ready to learn to *detect* meta-programs in yourself and others then the entire aim of this board game is to invite you to have lots of fun in learning, detecting, and working with *meta-programs*. So are you ready for some fun?

The design is to allow you to recognize and work with meta-programs by detecting them in others and using them in yourself as you play the game. **Meta-Detective Game™** is the only Meta-Program Board Game and is based on the book *Figuring Out People*.

THE STRUCTURE OF PERSONALITY

Personality Ordering and Disorder Using NLP & Neuro-Semantics
L. Michael Hall, Bobby Bodenhamer, Richard Bolstad, Margot Hamblett
Crown House Publications, *Hardback*. \$49

- *What* does NLP and Neuro-Semantics say about “Personality?”
- Can NLP/Neuro-Semantics address or deal with the more serious personality problems?
- Can we actually *change or transform* “personality?”
- If so, how do we do so?

Thousands have used NLP to work with fears and phobias, negative emotional states, state management, goal planning, etc. But what about the more serious and complicated problems? What about pathological states?

The Structure of Personality begins by de-nominalizing the term “personality” to show that it is a process, something we *do*. It is not a thing. This academic book addresses the classifications and categories of the DSM-IV to de-label the dynamic structure we call “personality” and then shows how the four meta-domains of NLP can work effectively with personality disordering.

The Structure of Personality is a joint venture of four leading NLP trainers and therapists from the USA and New Zealand. It is a must for every clinician or practitioner of therapy, coaching, consulting, education, etc. Relying on the cognitive-behavioral psychology of the NLP and NS models, the authors apply the insights to the ordering and re-ordering of personality. Discover how to use the central NLP models (i.e., Meta-Model, Meta-Programs, Meta-States, Strategies, etc.) for effective work with clients in restructuring how they use their personality powers to create their style and identity.

The Structure of Personality has tremendous implications for anyone working with “personality” (therapists, coaches, parents, teachers, parents, etc.). It combines theory and pattern to show a practitioner how to think about using NLP and NS in handling the complexity that arise in our thinking, emoting, valuing, coping, etc. The book uses numerous NLP models and domains, from Meta-Programs, to Time-Lines, Values, Language, Meta-States, etc. and presents patterns for the recoding and transformation of personality so that it’s much more effective and sane.

When you finish with this book, you’ll realize just how much the structure of an experience provides us the keys for not only developmental change, but transformational change.

COMMUNICATION MAGIC

Exploring the Structure and Meaning of Language (2001)
Formerly entitled, *The Secrets of Magic* (1998)

L. Michael Hall. Crown House Pub. Paperback, 333 pages. \$25

It all began with *the Meta-Model*—that’s the source of the magic of NLP and the art of modeling the structure of experience. Now revisit that model and discover the changes that occurred in it during the first twenty-five years of NLP.

“Presented in an easy, flowing and *in a very readable style*, this book brings the Meta-model right up to date and expands it considerably from its original beginnings. Nobody who uses NLP in any of its forms can afford not to read this book. “

What seems like magic actually has structure—it has structure in language—that’s the astonishing discovery Bandler and Grinder made in 1975 with *The Structure of Magic Vol. I & II*. They showed that the magic was in the structure of the experience, that it was rule-governed and can be replicated. By examining the structure of three therapeutic experts (Satir, Perls, and Erickson) in their therapeutic “magic,” the Meta-Model was given birth.

Now, 25 years later *Communication Magic* takes a fresh look at the Meta-Model and updates the original work of Bandler and Grinder. This book is about how language works in the human body (neurology) and mind (linguistics) to create the marvelous effects that it does. It adds 9 new distinctions to the model from General Semantics and the Cognitive sciences and presents the Mind-Lines model as a way to use the distinctions conversationally to reframe meaning.

”The most compelling book on NLP I’ve ever read.” “This update on the Meta-Model will update all of the previous books, making them obsolete. I consider this an absolutely essential book for anyone serious about NLP.”

Communication Magic revises and substantially expands the Meta-Model. Here Dr. Hall demonstrates how your life can be dramatically enriched by having complete control over how you communicate using language. In a clear and logical manner, he examines how language affects the mind-body system, how language can perform magic-like feats in the nervous system, and how this magic can empower us to take charge of our own lives.

THE SOURCE BOOK OF MAGIC

NLP Incantations for Growth (1997)

L. Michael Hall & Barbara P. Belnap

Crown House Publications, Paperback, 300 pages, \$25

- Are you ready for the wonder and magic of NLP?
- Would you like a single volume with an extensive list of NLP patterns that you can easily reference?

Then welcome to *The Source Book of Magic*. This book briefly introduces NLP and then provides a collection of 77 NLP patterns by which you can perform all kinds of magic on your mind and emotions. In *Source Book* we have collected the fundamental patterns of NLP to give you ready access to this field.

If 77 patterns seems overwhelming, then relax. *Source Book* sorts out these patterns into a number of categories: Basic Patterns, Parts, Identity, Emotional States, Language, Thinking Patterns, Meanings and Semantics, and Strategies.

Beyond the patterns for NLP Magic, *Source Book* provides a section on “How to think Like a Magician” which deals with the idea of patterns, how to know what to do when, and much more. Within this single book you will have a wide range of patterns by which you can transform habits, emotions, personality, and much more. This will give an overview of the field, and a sense of where NLP is going.

Now for the first time, you can get one volume with *all of the central NLP patterns*. An excellent gift for counselors, coaches, managers, and anyone who has a passion to run his or her own brain.

“*Meta-States* provides a wonderful way to learn and explore some powerful tools for running your own brain. The strength of the processes lies in how it truly introduces us into a universe of possibilities from which we can choose to live.”

Cynthia Tuma, Teacher

SOURCE BOOK OF MAGIC —VOL. II

L. Michael Hall, Ph.D.

Neuro-Semantic Publications, 2004, spiral format, 330 pages.

The first Source Book of Magic contained 77 central NLP patterns, Volume II has more than 140 Neuro-Semantic patterns. This book was originally designed for Neuro-Semantic and NLP trainers presents the full range of Neuro-Semantic patterns ever collected in one volume.

Source Book of Magic, Volume II is an absolute treasure chest of patterns. You will have in hand all of the patterns used in *Accessing Personal Genius* and the *Living Genius* trainings. You will have in hand the patterns used in all of the *Frame Game series*— those for business applications, wealth creating, coaching, NLP Prac. and Master Prac. and much more.

About the book, *Meta-States*—

“Michael Hall has completely revised the original book to make this work most readable. I recommend two or more readings of this work to every serious student of NLP to *install* this model if you want to advance your neuro-linguistic and neuro-semantic or make them more elegant.”

Bobby G. Bodenhamer, D.Min.

The Defusing Strategy

The Art of Disarming Someone Hot, Irrational & Stressed

76 pages – \$8

This is a very small booklet about *Defusing*. It identifies what we mean by *Defusing*, what it demands, and how to do it. This work has 16 skills for defusing and then a description of emotional barriers and how to get through them. Also, the Training Manual: **Defusing Hotheads...** \$25.

PROPULSION SYSTEMS

The Art of Accelerating Your Motivation (2002)

L. Michael Hall, (130 pages) spiral. \$25

If you want to know the how-to of creating a propulsion system in your own mind-body-emotion system or how to coach it for another—this is the book. Learn about 8 propulsion systems, those push—pull systems of attractions and aversions, of toward and away-from energies.

USER'S MANUAL FOR THE BRAIN

The NLP Practitioner Course — Volume I (2000)

Bob Bodenhamer & Michael Hall. Crown House Publ. Hardback, \$45

“Very readable and most practical,”

“Presents the heart and soul of NLP.”

Dr. Bob Bodenhamer worked for 7 years to develop his first NLP Manual from which this extensive and practical NLP Manual arose in part. His years of teaching NLP in the Adult Education at Gaston College in North Carolina earned him the reputation of being a comprehensive and excellent trainer. This textbook on the field of NLP itself presents *the content* of NLP practitioner training in full.

Dr. Michael Hall then added his years of NLP Training and Bob weaved it into the manual to make it the most popular current NLP Practitioner Course anywhere in the world. He has enriched it with the changes and challenges that the Meta-States model (1994) provides which takes NLP to the next level. If you want a course that will put into your hands a User's Manual for running your own brain, this is it.

To make this work exceptionally readable, Dr. Bodenhamer has added numerous things. These include such "text boxes" to emphasize key points, introductions in each chapter for the various domains of NLP, discussion questions at the end of each chapter, an extensive bibliography and glossary, etc.

Here you will find NLP sequentially presented in that each section builds on the previous one leading the user to ever higher levels of expertise. With a mixture of presentation, example, thought experiments, case studies, outlines, metaphors, etc. the manual trains both conscious and unconscious minds for competence. For trainers, Bob has available overhead mats of the material on CD format.

You will find truly *cutting-edge material* here. Bodenhamer and Hall have included in this manual the latest discoveries about the so-called "submodalities" (actually meta-level frames) and the Meta-States model. Of the few NLP manuals available today, not a single one incorporates these newly identified facets.

USER'S MANUAL FOR THE BRAIN

The Master Practitioner Course—Volume II (2002)

L. Michael Hall and Bob Bodenhamer, Crown House Publ. \$55.

They did it again! With the success of presenting the NLP Practitioner course in the Volume I of *User's Manual of the Brain*, Volume II follows with the presentation of the Master Track. Taken from the author's work of years of training, this *Master Prac.* and the newer developments in Neuro-Semantics, *Volume II* provides the text for some of the most cutting edge materials and patterns in the field of NLP.

User's Manual – Volume II introduces a brand new systemic model of NLP based upon using the four meta-domains:

- Meta-Model of language
- Meta-Programs of perceptual filters and thinking patterns
- Meta-States of layers of states and levels
- Meta-Modalities (or “sub-modalities”) of the Cinematic Features of our mental movies.

As a systemic approach to NLP, *Users–II* presents cutting edge material on systems, systems thinking, logical levels and much more. The 4-Meta-Domains works as a recursive model in this way to pull together all of the pieces, patterns, models, and processes of NLP and sets it in a framework of for using such to redundantly look at the very structure of subjective experience.

Users–II focuses pre-eminently on becoming *masterful* in using NLP. The focus on *mastery* is one of the key themes of this book, second only to *systemic thinking*. How does a person become truly masterful in a field? How long does it take? What are the steps and stages along the way? How do you know when you've become a master? If mastery a process, then what are the prerequisites for such? This book is a must for anybody and everybody who wants to stay up with the latest developments in the field of NLP and Neuro-Semantics.

“This book is a jewel. Bob and Michael present a thorough, personable and easy to use comprehensive collection of what is the definitive Master Practitioner's training. I also appreciate that the authors add a much-needed dimension of ethics and values in the learning and application of the powers of NLP, making it more personal and purposeful.

John Burton, Ed.D. LPC LPCS NLP Master Practitioner

MIND-LINES

Lines For Changing Minds (4TH edition, 2002)

L. Michael Hall & Bobby G. Bodenhamer

NS Publ. Paperback, 342 pages. \$25

This book simply will not stay in print. Now in its fourth edition, *Mind-Lines* demonstrates the practical use of the Meta-Model for conversationally reframing to transform meaning and provide top quality persuasion.

Get this playful book to learn about how to recognize and use neuro-linguistic magic. *Mind-Lines* presents the linguistic patterns using the “logical” level system of Meta-States as it rigorously reworked the old "Sleight of Mouth" patterns. With a model of levels it sorts out “the structure of meaning and magic” to bring order and understanding to using the magic of language for influence, persuasion, in selling, negotiating, etc.

Learn how to language the magic of transformation that comes from meta-stating *meaning* itself. In other words, Meta-States show up linguistically as Mind-Lines. In this book, you will discover *the magic of conversational reframing* so that your very talk will become increasingly more persuasive.

Discover how to—

- Directionalize consciousness and send it in 7 different directions.
- Use 7 framing structures and 26 Mind-Line patterns to transform meaning especially of excuses and complaints.
- Playfully run NLP magic in marvelous ways for fun and profit.
- Experience the magic of language to powerfully effect human experiences and "reality."
- Become a neuro-linguistic magician as you use “word magic.”
- Work effective with “the magic box” of meaning (the Matrix) within everyone you meet.
- Use the Meta-Model distinctions to de-mystify experience, de-hypnotize old spells, and create new levels of precision and specificity in your communications.
- Use language hypnotically by outframing as you create powerful frames of meaning for yourself and others.

Mind-Lines is our best seller — also on audio and video CD formats through Tom Welch of NLP Videos (see inside front cover).

INSTANT RELAXATION

How to Reduce Stress at Work, at Home & In Your Daily Life (1999)
Debra Lederer & L. Michael Hall, Crown House Pub. \$17.

This small book is extremely practical because it has one primary focus to develop the skills for accessing the resourceful state of relaxation and to use it to build up a *core relaxed state* that you can have at ready access. *Instant Relaxation* represents an integration of the relaxation skills and processes (breathing, stretching) from Yoga along with some of the state management processes and patterns of NLP.

The book is built around one single and simple idea: *Preparing to Positively Alter Your Life* from the debilitating effects of stress. To achieve that the book coaches you for a *7-Day Stress Reduction Program* using simple and effective tools. Debra Lederer brings to this book many experience of experience in studying yoga and as a Yoga trainer and coach in the New York City area. She is also a NLP Master Practitioner. L. Michael Hall assists in this work by locating the processes within the context of NLP's state management patterns.

TIME-LINING

Advanced Patterns for Adventuring in “Time”

L. Michael Hall and Bobby G. Bodenhamer
Crown House Publ. Softback, 80 pages. \$25

Discover how to use the metaphor of “time” as a line and the NLP patterns of Time-Lines. This first and only book published in the field of NLP on Time-Lines since the original 1988 Time-Line Therapy by Woodsmall and James is full of many new ideas and patterns. As such, it extends and enriches the original model of time-lines developed by Richard Bandler.

This newest work introduces numerous new Time-Lining patterns, it integrates many valuable contributions of General Semantics with the NLP model, and it explores “time” from other perspectives than just using the metaphor of a “line.” It looks at “time as a nominalization of a nominalization (a multi-ordinal term) and so introduces 16 different kinds of “time.”

“This book is a must for anyone who wants to stay current in the field, and especially for those who work with time and Time-Lines.”

THE SPIRIT OF NLP

The Process, Meaning, and Criteria for Mastering NLP (1996/ 2000)

L. Michael Hall. Crown House Books. (297 pp.) \$25

“A brilliant and outstanding contribution of new ideas in the domain of NLP—mastering its spirit (attitude) and methodology.”

- What is the very heart and spirit of NLP?
- What attitude created NLP in the first place?
- What kind of spirit does a person need to really work with NLP effectively and masterfully?

Discover the answers to these questions in a book that reflects how NLP co-founder Richard Bandler conducted Master Practitioner trainings in the late 1980s. L. Michael Hall wrote *The Spirit of NLP* from the notes that he took in a Bandler training at the time. This book describes the trance-induction of a propulsion system that Bandler thought important in sharing the spirit that enabled him and John Grinder to create NLP in the first place.

- What makes for mastery in NLP?
- How does one become a master at the skills?
- How does one develop the “Go for It!” passionate attitude that makes NLP work and that generates new patterns?

In *The Spirit of NLP* you will find presentations from the Master Practitioner training and chapters on a wide-range of topics from Trance, the Meta-Model, “Sleight of Mouth” patterns, Reading “sub-modalities” on the outside, Meta-Programs, and much more.

Persuasion Engineering Simplified

Unraveling the Magic L. Michael Hall, 60 pages. \$8

If you read *Persuasion Engineering* and came away thinking, “What the hell was that all about?” get this booklet. Many have purchased and read this little booklet to understand the book. *Simplified* is a book report and an analysis of the book, *Persuasion Engineering*. It presents the structure of what Bandler did in the persuasion model. Because Richard Bandler believes in “unconscious installation,” you can’t count on him to provide a step-by-step understanding of the strategy for becoming a persuasion engineer. If you want that, ask for this succinct descriptive analysis.

BECOMING MORE FEROCIOUS AS A PRESENTER (1997)

L. Michael Hall, Ph.D. NS Publ., Spiral format. \$25

- Would you like to be more ferocious in your presentations?
- Would you like to develop and expand your skills in presenting so that you can do so from your most optimal state?
- Would you like to know more about the Bandler approach to NLP Trainers Training?

In 1989, Richard Bandler invited me to come and “write notes” on his 1990 NLP Trainers Training. Why me? Because I had written notes for his Master Practitioner training in 1989 which I did originally as part of my own learning strategy. (those notes now make up the heart of the book, *The Spirit of NLP*). And he said he liked what I did. It surprised me. So I took 60 pages of notes. Then those notes sat. Lawsuits came and went, and from time to time I expanded on those notes. Eventually this book on trainers training emerged. It still contains much of Richard’s presentation and the way he approached training trainers and yet, it contains much more. What? In *Becoming More Ferocious as a Presenter* you will discover—

- The spirit of Bandler’s unique genius as applied to presenting and training
- Key facets involved in effective presenting
- How to manage your states as a presenter
- How to design trainings using NLP criteria for well-formedness
- How to handle audiences
- How to enrich your communication with meta-programs
- How to enrich your communication with hypnotic language
- How to design and use nested loops
- How to develop better platform skills
- And much more...

“*Meta-States* helps a person to bring it all together. There’s a difference between knowing *what* to do to make your life un-stoppable and knowing *how* to do it. *Meta-States* gives you the skills to implement a strategy for becoming un-stoppable and helps you take steps immediately to get you moving.”

Larry Dawalt, Sports Writer

NLP: GOING META

Advanced Modeling Using Meta-Levels. (2nd ed. 2002)

L. Michael Hall, Ph.D., NS Publ. Paperback, 392 pages. \$25

NLP is all about modeling the excellence of experts. This *central focus* of NLP gives it a positive focus on what works and how does it work. When we know that, then we can replicate that expertise in our own lives and in the lives of others.

The co-developers of NLP originated their first models in this way. They looked at the expert skills of three therapeutic wizards (Perls, Satir, and Erickson) and then used the tools from such disciplines as Linguistics, Cognitive Psychology (Miller's TOTE model), General Semantics, Cybernetics, etc. These were the first NLP models for modeling.

Today in NLP we have many models for modeling. We have the VAK representation system model, the Meta-Model, Meta-Programs, Strategy, and much more. The first formalized presentation of modeling in NLP was *NLP-Volume I* (1980).

Today, *NLP: Going Meta—Advanced Modeling Using Meta-Levels* provides the next step in modeling as we go meta and utilize the distinctions that occur at meta-levels. Think of it as NLP: Volume II. In it discover—

- The five kinds of *Why Questions* to get to meta-level structures.
- 12 “logical” level systems in NLP.
- Why "Neuro-Logical Levels" is not “logical” level system and how we can adjust it so that it is.
- The seminar contributions of three scholars about “logical levels” — Alfred Korzybski, Gregory Bateson, and Robert Dilts.
- The art of using meta-level patterns for outframing frames-of-reference in your modeling.
- How to elicit meta-level structures with greater ease.
- How to design engineer new strategies using meta-levels.
- Install empowering meta-states and frames and thereby set up self-organizing attractors in your personality.
- And much more.

“An absolute must for any Neuro-Semantic Developer or Modeler!”

SUB-MODALITIES GOING META

Insider's Secrets about Sub-Modalities

L. Michael Hall and Bobby Bodenhamer, 2nd Ed. 2005, \$25

We make movies in our minds—that's how we “think.” Yet we do more, we *represent* the world as we see, hear, and sense it and set *cinematic frames* on them. NLP got it wrong, these *cinematic frames* are not “sub-modalities,” they are meta-level frames. *Sub-Modalities Going Meta* is an advanced NLP book that uses Neuro-Semantics to continue the adventure of discovering the structure of experience and re-modeling NLP with the revolutionary Meta-States model.

- Discover the secrets of “sub-modalities and their *meta* nature.
- Discover the semantic nature of our cinematic frames.
- Discover how to powerfully use cinematic frames for transformation.
- Learn how to effectively use semantically loaded *meta-frames* (“sub-modalities”).
- Disconfirm limiting Beliefs and install empowering Beliefs.
- Set meta-frames for accelerating your learning and understanding.
- Marvel at the magic of structure in the relationship between cinematic features and meaning.

**HYPNOTIC LANGUAGE:
Its Structure and Use (2000)**

John Burton, Ed.D. and Bobby G. Bodenhamer, D.Min.
Hardback. \$37.50

* Order this book from
Crown House Publications
www.crownhouse.co.uk

This book starts from the premise that “all communication invites the receiver into a hypnotic trance” and describes new pathways to the unconscious mind using language. Burton and Bodenhamer here demonstrate how the structure of hypnotic language invokes sophisticated capacities of the cortex. The authors pose three key questions in the first section. They ask such questions as:

What features make some communications more effective than for inducing a trance? What makes the receiver responsive? How does a person go into trance? What takes place while a person is in trance that produce change in the person?

To answer these questions, they consider a whole range linguistic and cognitive factors in communication, and also the many common flaws, such as either/or thinking, irreversibility, over-generalizing, egocentrism, and animism. Concentrating on the functions of communication, this book elucidates the conscious / unconscious split and offer dozens of hypnotic scripts explaining the principles that make them work. Based upon NLP, Gestalt psychology and Meta-States, this work provides a new and exciting synthesis.

STATES OF EQUILIBRIUM

John Burton, Ed.D. (200)

Crown House Publ. Hardback. \$37.50

“John has done it again! With his background in Developmental Psychology, he has used Meta-States to write a book that integrates in a most extensive way the best of Piaget, drive theory, Kohlberg, Maslow, Rogers, Skinner, Erickson, Jung, and Cognitive-Behavioral therapy to create one of the most extensive descriptions and applications of Meta-States as applied to personality, therapy, and change. It is the most extensive presentation of Meta-States outside of anything I’ve written. And it offers numerous new applications of Meta-States, applications *new* to me!

States of Equilibrium is an entire book on *states*. It’s about primary states, meta-states, and gestalt states. It’s about pathological states, sick states, personality disordering states, and about glorious states, empowering states, healthy balanced states, the highest states possible, the “ultimate meta-states.” The thesis is that “the human personality is organized around achieving states of equilibrium.”

If you are a therapist, this is a must read. This book makes an excellent follow-up to *The Structure of Personality: Personality Ordering and Disordering with NLP and Neuro-Semantics* (2000) that I wrote a couple years ago with Bob, Richard Bolstad and Margott Hamblett. John has filled the book with case studies and lots of practical suggestions. For therapists you will find fascinating descriptions and case studies around addiction, learning dysfunctions, obsessive-compulsive states, depression, fight/flight responses, anxiety, fear, and much, much more. John’s analysis of fear is absolutely brilliant.

It’s a must read for anyone who coaches people—who facilitates bringing out the best in people.

Are you interested in balance, focus, mental and emotional health, emotional intelligence, running your own brain, eliminating stuck and limited states, getting on top of anything internal that might sabotage you. Get *States of Equilibrium*.” (L. Michael Hall)

MOVIEMIND

Directing the Theater of Your Mind (2003)

L. Michael Hall, Ph.D. NS Publications, softback (200 pp) \$20

Your mind is like a Movie ... on your internal Big Screen you flash snapshots of sights, images, and scenarios and you also play snippets of Movie sequences and sometimes even some full-length epic features. You do it all in that Private Entertainment Center that we call “Mind.” This is how we “think” and “learn” ... as well as (and this is the scary part) “reason.” Some people are more visual learners, others learn best by hearing (auditory learners), others learn best by doing things and moving around and getting a feel of things (kinesthetic learners), and yet others are primarily linguistic learners.

What happens though when we close our eyes or just de-focus them and “think” about things? What Movies then play out on the theater of our mind? Horror Movies that would make Stephen King shake with fright? Sex movies to rival porn? Adventure movies! Sci-Fi flicks that would make Stephen Spielberg jealous? Love and romance movies? Documentaries? News reels? Drama? Soap operas? Police and detective cinemas? Cowboy movies?

The range of Movies goes on and on that we can play on the screen of our awareness. Yet whatever plays governs our states, emotions, feelings, behaviors, skills, world-views, perceptions, health, and life. Whatever plays governs what’s *on* our mind. Yet there are higher levels of our mind that determine even more important things—like *why* we watch what we watch. We can even step back from the Movies that we play to take control of the productions, editing them, directing them, and even producing them. After all, it’s our brain. It’s the theater of *your* mind.

MovieMind is the newest work in the field of the cognitive sciences. It offers a user-friendly application of the models and patterns that allow you to *run your own brain*. Of course, when you can do that, then you can *manage your own states* and *take charge of your own life*. Interested?

How would you like to be able to—

- Stop playing all B-rated movies in your head?
- Film, create, and/or produce grand productions for your internal theater?
- Take control of your movies as editor, director, and producer?
- Run quality control checks on your movies?
- Learn to step in and out of the movies to enhance your own resourcefulness?

Everything in your life from your success, health, wealth, relationships,

everything results from the Movies in your mind. Even your experience of all of these things, you experience as a set of images that play out on the screen of your awareness — as a Movie that you can edit and re-edit, direct and re-direct —once you know how to explore your Movie Mind and take charge of it. Otherwise, it will run B-Rated Movies and torture you day and night with such features.

When you wake up to your *MovieMind* and begin to take control of it—you have a set of tools for improving your thinking, reasoning, intelligence, communication skills, emotional intelligence, relationships, business success, health and fitness, and much more. It's not a panacea, it is rather the way your mind works and how you can work much more effectively with your mind.

THE BATESON REPORT

Gregory Bateson's Foundational Contributions to NLP and Neuro-Semantics

L. Michael Hall, Ph.D. Spiral book. 50 pages. \$8.

Where did Meta-States come from?

It began with a modeling project on *Resilience* in 1993-1994 that culminated in the NLP Comprehensive Workshop in Denver, Sept. 1994, *Going For It—Again!*

Meta-States also came from the research in Korzybski's *Science and Sanity* and his levels of abstraction model when I turned that model upside down, that put the higher levels *higher* and used the *up* metaphor consistently. It put the territory of the world "out there" out to the side of the abstracting individual.

And *Meta-States* also came from the groundwork of Gregory Bateson's classic work *Steps to an Ecology of Mind*. It was there that I found Bateson's meta-connection and his use of cybernetics and "logical types" and levels (Russell and Whitehead) to his detailing of the structure of "mind" and "communication" and "learning." During the early 1990s I wrote many articles and papers on Korzybski and Bateson.

Many of these are now collected in **The Bateson Report**. It offers a look at some of the key concepts in Bateson that have become foundational in *Meta-States* and *Neuro-Semantics*.

META-STATE MAGIC

Incantations for New and Higher Frames of Mind (2002)

L. Michael Hall, Ph.D. NS Publ. Spiral book. (280 pages) \$35

From 1997 through 1999, Dr. Hall wrote and published *the Meta-States Journal* to provide extensive descriptions of many Meta-State patterns. Now the content of that Journal have been collected, edited, and published in book form.

Meta-States Magic offers many of the Neuro-Semantic patterns which have evolved over the years as well as many short pieces include the section, “They’re Everywhere! They’re Everywhere!”

In *Meta-State Magic* you will find full length descriptions of meta-stating patterns: personal genius, pleasuring, understanding, boredom, etc. There are lots of book reviews also which highlight meta-state structures. Reading *Meta-State Magic* will give you an appreciation of the development of the model and its applications. Especially recommended for Trainers.

AND THEN THERE ARE THE TRAININGS

“Reading Michael’s many books is not enough to give you the feeling of warmth, passion, and energy which enriches his trainings. The real way to understand the significance of Meta-States and experience NLP from a whole new perspective is to attend his trainings. Michael’s modeling of Grinder’s prerequisites of genius is extremely valuable.”

Dr. Richard Bolstead

NLP Trainer and Author
New Zealand NLP

Neuro-Semantics on Sales

Games Great Sales People Play: The Training Manual for the strategy of selling along with getting in to the best states and how to dance with the buyer’s buying strategy.

Beyond Selling: How to Maximize Your Personal Influence (1988). Excellent NLP book by Dan Bagley and Edward Reese especially in the use of Meta-Programs. Hardback, \$25.

Selling with Integrity (1997), Sharon Drew Morgen. Excellent application of NLP to sales. Reinventing sales through collaboration, respect, and serving. Hardback, \$25.

PATTERNS FOR RENEWING THE MIND

Christian Communicating and Counseling With NLP
(1996/ 2006)

Bobby Bodenhamer, and L. Michael Hall. Spiral book \$25

"Do not be conformed to this world, but be transformed by the renewal of your mind..." (Romans 12:2)

We know that *Christian transformation* arises from the cognitive-emotional alteration of mind.

- Yet, how do we pull it off? How do we *renew* the mind?
- How does the "mind" work anyway?
- What processes inform us about assisting someone else in altering their mind-set?

Patterns for Renewing the Mind presents the cutting-edge communication model of NLP and demonstrates how this model about communication and human functioning correlates with the biblical text and fits with the presuppositions in the Judeo-Christian worldview. The text presents the foundational models and patterns of NLP and provides numerous change techniques that are powerful for those involved in Christian counseling, teaching, and consulting. This book offers many things—

- The first *Christian* application of the basic NLP model for Counselors and Pastors.
- Excellent resource for any pastor, counselor, or Christian who want to understand NLP from the Judeo-Christian perspective.
- Clear definitions of NLP, extensive correlations to scriptures, numerous patterns for communicating, connecting with people, reframing meanings, transforming negative emotions, and much more.
- An extensive section on the Meta-States model and scores of biblical passages that involve the meta-state structure.

Buy *Patterns for Renewing the Mind* and get Michel Hall's very first book, a book on cognitive-behavior psychology applies to emotions. *Emotions: Sometimes I have them/ Sometimes they have me.* With *Patterns*, get *Emotions* for only \$5.

LANGUAGING

The Linguistics of Psychotherapy: *How Language Works Psycho-Therapeutically*

L. Michael Hall, Ph.D. Spiral book. \$25

This spiral book is an exploration into the art and science of *therapeutic languaging* found in four psychotherapies using *the formulations of General-Semantics*. It came from Dr. Hall's dissertation.

- How does *language* work in the human psyche so that it can either hurt or heal?
- How should we understand the work of "therapy" in which "talk" somehow, in some way seems to make things better?

The four different psychotherapies explored here include:

NLP (Neuro-linguistic programming)

REBT (Rational-Emotive Behavior Therapy)

RT/CT (Reality Therapy/Control theory) and

LT (Logo-therapy)

The book looks at those therapeutic approaches through the glasses of General-Semantics. From that exploration, Hall has constructed a model designated "Therapy as Language" (TAL). This work uses a qualitative research methodology to examine the linguistic behavior used in therapy to bring about change and a transformation of emotion and personality. This languaging behavior includes using all of the linguistic and non-linguistic symbolic systems.

Two models resulted from this exploration:

- 1) The *Structural Languaging Model*, an extension of the Meta-Model. This later became much of the content in *The Secrets of Magic* (1998).
- 2) The *Content Languaging Model* that presented a list of "ideas that heal."

Additionally, the book includes two chapters about consequences from these phenomenological and constructivistic domains. *Languaging and Consciousness* looked at how language critically determines, forms and in-forms, and creates various kinds of "consciousnesses." This is an extension of the Whorf-Sapir-Korzybskian hypothesis of language. Then, *The "Mind" to Re-language* offers a conceptual and phenomenological model of "Mind" itself in terms of its components and processes.

THE MATRIX MODEL

The 7 Matrices of Neuro-Semantics (2003)

L. Michael Hall (2002). (420 pages). Paperback. \$30

"In my opinion the Matrix Model is a landmark in the field of NLP and Neuro-Semantics."

Judith Pearson, Ph.D.

Are you ready to *Wake Up* to the Matrix of frames that you were born into? Are you ready to take charge of your mental-emotional matrices that governs how you see things, how you feel, and your skills?

The Matrix Model tells the story of how we all carry around frames of mind that we map from experiences and ideas. It describes the mental-and-emotional frames that govern our lives.

Are you ready to take the red pill and enter training to become the master of your own Matrix? This book begins where *Frame Games*, *Meta-States*, and *Secrets of Personal Mastery* end. Take the next step to Neuro-Semantic mastery and take charge of your mind, states, health, relationship ... and life.

"This is the most revolutionary model since NLP and Meta-States! And this book organizes all of NLP and Neuro-Semantics into one very practical model. The Matrix Model gives you a diagnostic tool for analyzing problems and selecting NLP and Neuro-Semantic patterns. There is nothing like this anywhere in NLP literature."

Dr. Bob G. Bodenhamer

"If you haven't heard of Dr. L. Michael Hall, where have you been? He is the most prolific writer in the field of NLP today, with more than two-dozen books on NLP, as well as hundreds of articles in International NLP Journals. He developed the *Meta-States model* which formed the foundation of *Frame Games* workshop series. . . . Hall has significantly advanced the popularity of NLP and expanded upon its theory."

Judith Pearson, Ph.D.

Review of *NLP: Going Meta*

Anchor Point, August 2002

COACHING CHANGE

Meta-Coaching Volume I

L. Michael Hall, Ph.D. and Michelle Duval, Master Coach
Neuro-Semantic Publications, 2004. Paperback, \$30.

In the field of Coaching, there is coaching and then there is *meta-coaching*. *Meta-Coaching* differs by going beyond Performance Coaching to Developmental Coaching and Transformational Coaching. It “goes meta” to work at a higher level to a client’s performance, states, attitudes, and beliefs.

In *Meta-Coaching* you will discover this difference as we explore both and distinguish each modality for unleashing personal power and mastery. The design is that we empower ourselves and others to develop our best thinking, feeling, speaking, behaving, and relating. This is what *coaching* is all about—tapping into our hidden and undeveloped potentials and awakening them. In this, coaching is the premier process for self-actualization.

This first Volume of *Meta-Coaching* describes the theoretical frameworks for coaching and *meta-coaching*. While there are many books on coaching these days, few seriously explore the foundations and premises of coaching. We do. We explore the foundations of a coaching psychology, a psychology that is preeminently cognitive-behavioral in nature and one founded in the principles of the human potential movement. Then going beyond the foundational models in cognitive psychology, we present the key cognitive-behavioral models of Neuro-Semantics. These include three cutting-edge models: the Meta-States model, the Matrix model, and the Axes of Change model.

We present the coaching frameworks as frameworks that inform and govern *meta-coaching* to raise the level of skill, competency, and artistry in the field of coaching. Without a solid framework in the hands of a well-grounded professional coach, coaching is fluffy and vague, and a mere grab bag of tricks by the unskilled. With the Neuro-Semantic models, we seek to set a benchmark for quality coaching—coaching that’s effective and transformative.

After the *Coaching Frameworks* of Meta-States and the Matrix model we devote seven chapters to *the Axes of Change model* to provide the experienced and new coach the newest change model and how to dance with the eight coaching positions or roles.

COACHING CONVERSATIONS

Meta-Coaching Volume II

L. Michael Hall, Ph.D. and Michelle Duval, Master Coach
Neuro-Semantic Publications, 2004. Paperback, \$30.

The *coaching* revolution has exploded and is now recognized as the newest methodology for translating knowledge, principles, and information into actual practical skills to create a measurable difference. With this revolution, coaches, managers, supervisors, trainers, and CEOs need some practical tools for this field. *Coaching Conversations* provides just that. Coaching has proven to be a reliable tool for men and women at the top of their fields to take their competence and expertise to the next level of mastery.

Rather than repeat material that's in most coaching books, *Coaching Conversations* offers new and cutting-edge tools from NLP, Cognitive-Behavioral psychology, and Neuro-Semantics. It offers specific information about *conversation* as an agent or tool for change.

Coaching Conversations also gives an insider's view of the coaching experience. Unlike every book about coaching, this book invites the reader to over-hear the conversation and to get an up-close and person a front row view of the experience. For the curious reader who wants to understand what's so exciting about coaching, *Coaching Conversations* provides debriefs and meta-analysis of the process.

Coaching Conversations answers the question, "What is the whole *coaching thing* about?" by giving the reader a peek into a dozen kinds of coaching conversations.

Coaching Conversations is the first coaching book to provide actual transcripts of coaching conversations that invite a reader into the experience and provide descriptions about what's going on in the process for easy replication in numerous contexts. It demystifies the elitism of coaching as both a movement and as a specialized technology and makes its powerful methodologies accessible to anyone who wants to use it professionally and personally. This book offers a quality exploration into a wide variety of coaching conversations: Outcome, Resource, Matrix, Possibility, Fierce, Narrative, Time-Line, Neuro-Logical Levels, Hero Journey, Metaphorical, etc. This gives the professional coach, the new coach, the manager, leader, or individual a wide variety of choices.

CC goes beyond the Change Models that have been around for the past 30 and 40 years as it presents a brand new cutting-edge cognitive-behavioral Change Model, the Axes of Change. Doing this means this book presents the coaching conversation as a dance and analyzes the actual conversations in terms of the dance steps. The reader is then taken through the dance, step-by-step, to coaching mastery.

ACHIEVING PEAK PERFORMANCE

**The Science and Art of
Taking Performance to Ever Higher Levels
(228 pages) \$35**

L. Michael Hall, Ph.D.

**** Limited pre-publications editions available for a short time.**

Originally, there was a little book by the title, “*MAKE IT SO!*” It was about book about the installation patterns and processes in Neuro-Semantic (2002). Why? Because *neuro-semantic* is all about *embodied meanings*. It is about getting the ideas that we know without doubt in our minds so that we deeply feel them in our bodies. It’s all about transferring the great concepts of the mind so that they become embodied in muscle memory.

When we do this in Neuro-Semantics, we are closing the Knowing-Doing Gap and *incorporating* in our very neurology our greatest and highest meaning frames. How does that happen? What patterns and processes enable us to install that deeply and profoundly?

Now the book has been expanded and extended to focus on the self-actualization theme of peak performances.

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