The Conscious Use of Language Using NLP

Elements and Techniques in the Conscious Use of Language:

1. **Using Specificity or Ambiguity in Language - Chunking up or down**
2. **Hypnotic Language Patterns – The Milton Model**
   - Utilization, Unspecified language and Conversational Hypnosis
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3. **The Agreement Frame**
   - "I agree, and..." "I appreciate that, and..." "I respect that, and..."
   - Avoid using "but" or "understand"
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4. **The Purpose Frame**
   For chunking up to discover motivation
   - "For what purpose…?"
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5. **The 'What If' Frame**
   For getting the client to consider possibilities
   - "What would happen if…?"
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6. **The Backtrack Frame**
   For bringing people's focus off of a tangent back to the topic at hand.
   - "In a moment, I'm going to ask you to backtrack and talk about…"
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7. **The Relevancy Frame**
   For challenging irrelevant comments or topics that don't fit the agenda of the meeting.
   - "How is that relevant to the agenda we agreed upon for this meeting?"
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8. **The Contrast Frame**
   For providing the proper contrast to help the subject make the desired decision.
   - What if I told you we charge £10,000 or more. (Client freaks out) But we're not going to charge you that, we're only going to charge you £1000.
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9. **Use Words that Create Positive I/R's – Say it the way you want it:**
   - At least 5 positive Internal representations of being involved
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10. **Conditional Close:**
    - Ex: Client: Do you have that in red?"
      "If we had it in red, would you be ready to buy it now?"
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11. **Tag Questions:**
    - "This is something you're interested in, <u>isn't it</u>?"