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RICHARD BANDLER’S
GUIDE to TRANCE-formation
How to Harness the Power of Hypnosis to Ignite Effortless and Lasting Change

Richard Bandler, the Father and Cocreator of NLP
( Neuro-Linguistic Programming )

“This wonderful book is for anyone interested in making their life significantly better. It is a gold mine of insights and techniques from one of the greatest geniuses of personal change. It will change your life!”

-- Paul McKenna, Ph.D.

Richard Bandler believes in the human learning process. He believes that we learn automatically. Just as we are wired to learn language to communicate, Dr. Bandler thinks we are also behavior-learning machines. Although some of these turn into bad habits and others into good ones, by making clear choices, we can change. We don’t have to be lost or broken or stuck for the rest of our lives.

In his new book, Richard Bandler’s Guide to Trance-Formation: How to Harness the Power of Hypnosis to Ignite Effortless and Lasting Change (HCI Books — $15.95), Dr. Bandler teaches us to reset or reprogram our problem behaviors, quickly and effortlessly.

“If you have fears, it’s not that heights or spiders or meeting new people, for example, scare you; it’s that you learned how to be afraid of heights, spiders and new people. Babies are born with only two fears: the fear of falling and the fear of loud noises. All other human fears are learned. Therefore, if you learned to be afraid, you can learn to be unafraid. If you learned to do something one way, you can learn how to do it totally differently and better. Learning is the way to personal freedom. Hypnosis and NLP (Neuro-Linguistic Programming) are tools to make this easy and fun.”

Richard Bandler, Ph.D.

Richard Bandler’s Guide to Trance-Formation is designed for the layperson as well as anyone in the business of giving lessons to other human beings. Students, trained teachers and new readers have been anticipating this book for some time. This is the second of two books by Dr. Bandler being published in the U.S. for the first time in 10 years.

ABOUT THE AUTHOR

Richard Bandler’s books have sold more than half a million copies worldwide. Tens of thousands of people, many of them therapists, have studied Bandler’s blend of hypnosis, linguistics, and precise thinking at colleges and NLP training centers in the United States, Europe, and Australia. A widely acclaimed keynote speaker and workshop leader, he is the author of Using Your Brain—for a Change, Time for a Change, and Magic in Action. He coauthored Frogs into Princes, Persuasion Engineering, The Structure of Magic I, The Structure of Magic II, Patterns of the Hypnotic Techniques of Milton H. Erickson Volumes I and II, and Neuro-Linguistic Programming Volume I. For more information on NLP and Richard Bandler’s workshops and seminars visit www.richardbandler.com

Available at bookstores and online, or to order directly from the publisher, contact: (800) 441-5569 or www.hci-online.com

Richard Bandler’s Guide to Trance-Formation
How to Harness the Power of Hypnosis to Ignite Effortless and Lasting Change
Richard Bandler
Author Interview

1) What is NLP?
It is the name I gave to a whole new way of looking at human learning, which is to model and recreate human success, rather then analyze human failure.

2) How is NLP different?
My goal has been to create easy to understand techniques that provide lessons in how to optimize your life.

3) Is all NLP the same?
Certainly, not. I have been teaching and mapping out this technology for close to forty years. No one knows it better or has near the success I have had helping people.

4) Is NLP just another therapy?
No. This new technology offers hope where therapy and education have failed.

5) Why did you write this book?
My hope is that the reader can use it as a guide to get over, get through, and get to a better future without the cost and the grief of professional help. That of course includes me…

6) What can I do with NLP?
There are many areas in which NLP has been utilized. Whatever your profession is, you can use NLP to build on whatever it is you are already doing.

7) What are the basic NLP Presuppositions?

- The ability to change the process by which we experience reality is more often valuable than changing the content of our experience of reality.
- The meaning of the communication is the response you get.
- All distinctions human beings are able to make concerning our environment and our behavior can be usefully represented through the visual, auditory, kinesthetic, olfactory, and gustatory senses.
- The resources an individual needs in order to effect a change are already within them.
- The map is not the territory.
- The positive worth of the individual is held constant, while the value and appropriateness of internal and/or external behavior is questioned.
- There is a positive intention motivating every behavior, and a context in which every behavior has value.
- Feedback vs. Failure - All results and behaviors are achievements, whether they are desired outcomes for a given task/context, or not.