

Discover the Power of  
TimeWarp Technology™



Small Changes

Subtle Communication Systems, LLC

Infinite Results

Enhance your **Motivation**...

Become more **Optimistic**....

Improve your **Relationships**....

Maximize your **Enjoyment** in all ways....

Edited and published by Joel P. Bowman and  
Debra Basham for SCS Matters, LLC  
May 2007

---

---

## TimeWarp Technologies™ Newsletter

### Welcome...

Here is your TimeWarp Technologies™ Newsletter for May 2007. This newsletter may be duplicated and distributed to those who share an interest in Energy Medicine, neurolinguistics—especially Neurolinguistic Programming (NLP)—and spirituality.

This month the featured articles are “Growing Asparagus,” by Debra; “Learning Curves,” by Joel; “Bliss-FUNCTIONal,” by Debra; and “Secrets of Persuasion,” by Joel.

### Growing Asparagus

I recently had the opportunity to visit with Janice Seibert, a Doctor of Naturopathic Medicine. Janice has a weekly television show on which she features healthy cooking. She had just done a show featuring asparagus. It takes about three years for asparagus plants to mature enough for harvesting. Prior to that plants should be allowed to grow and feed themselves. When plants are young they need to be watered frequently.

Janice and I began to notice how our lives—particularly those things we are truly passionate about—seem to take persistence, too. Just as those young asparagus plants respond to tender loving care, our dreams and goals need tending. When you think about it, you can see how virtually everything worth having took some steps along the way.

I was the demonstration subject for the last exercise at “Meditation, Magick, & Change™” in Orlando last month. John La Valle used me to demonstrate how you can use your timeline to move resources from the

future into the past so that they can help you achieve your desired objectives in the present. One of the things that sets NLP—and all the “Bandler Technologies”—apart from traditional approaches to psychological and motivational strategies is the way they work quickly and easily by combining both conscious and unconscious resources.

I got to thinking how one *really* has to like asparagus to be willing to plant those plants and then take care of them knowing it will be three years before they get one stalk of asparagus. How much more willing are you to stay committed to your hopes and dreams?

June’s NLP Intensive—called *Sell-Buy-Ology*—is based on the business application. A rule of thumb is that it takes seven to ten “selling seeds” to make a sale. It may be the reason it feels so good when we have accomplished something we really wanted is that it took focus, commitment, and patience along the way.

On June 22, 2006, in Ashland, Oregon, author and lecturer, Abraham-Hicks, gave a series of affirmations that fit well with what you are remembering about making your staying committed to making your personal and professional dreams come true:

*All is well.*

*I’m on the right track.*

*I’m doing extremely well.*

*Look how far I have come.*

*Aren’t I having a good time.*

*Wouldn’t it be nice if...*

*I am where I am and all is really well.*

*Things are going well for me.*

*Things always work out for me.  
 Life is really good for me.  
 Source energy is aware of me.  
 Source is always calling me and I can hear Source to  
 whatever degree from wherever I am and whatever I  
 hear is all right.  
 And there is no place that I'm supposed to be that I am  
 not.  
 I am moving into what I am wanting.  
 And I am the one that got to carve out all of the desire  
 anyway.  
 And I am not disappointing anyone else.  
 Everything that I want is because my life and my  
 association with it has put me there. And I cannot  
 disappoint my Source Energy.  
 My Source energy will never stop loving me.  
 It's always seeing me in the best possible light.  
 And the only time I ever feel negative emotion is when  
 I don't see myself in the best possible light. And I  
 don't know how I learned to be so hard on myself,  
 but there's no point in being hard on myself because  
 it doesn't get me anywhere. So I think I am just  
 going to stop being hard on myself and just relax  
 and be the pure positive being that I am... As best as  
 I can be right now because after all I am where I am.*

With that, I think I am going to go put on a pot of asparagus soup. Even if I did not plant the plants, some one did. I even benefit from others' perseverance ... in addition to my own. If you want to meet Dr. Janice, see her website at <http://www.Seiberthealthandwellness.com>.

## *Learning Curves*

Debra and I have made a commitment to producing instructional videos for SCS to include both techniques for healing with energy and for NLP and healing with language. Although both of us have spent time in front of a camera, neither of us had experience behind the camera or in video production. I am in the process of learning how to do the videotaping and to edit video productions. Consequently, I've been spending a lot of time thinking about learning curves.

I have spent virtually my entire life as either a student or a teacher (and the roles often overlapped), but it took the complexities of editing "raw footage" to bring the full meaning of "learning curves" into conscious awareness. I first recognized that learning curves weren't the same for everyone as a college professor teaching business communication. Students who came into my classes with a solid foundation in the fundamentals of English usage, had a head start on those who came in with little knowledge of such basics as agreement between subjects and verbs or

pronouns and their antecedents, dependent and independent clauses, active and passive voice, and pronoun case. For the students lacking the appropriate background, the learning curve seemed overwhelmingly steep.

In spite of the steepness of the learning curve, some students chose to do what was necessary to master the required skills, while some did not. I wondered what made the difference, especially with communication, which is something everyone uses every day. What is it that enables some individuals to see a skill demonstrated and say, "Wow! I could use that skill," while others conclude that the skill is beyond them, not worth the effort, or perhaps simply not valuable. Consider the following sentences:

*Janet is very smart, **but** she isn't very pretty.*

*Janet isn't very pretty, **but** she is very smart.*

Which gives you a better impression of Janet? The differences in the sentences hinges on what comes before the "but" and what follows. The "but" negates what comes before and amplifies the importance of what follows. That means how you use "but" has an important influence on where your listeners or readers focus their attention. Different people will, of course, have differing opinions about the importance of that aspect of language usage regardless of whatever learning curve might be required. Some will say that it really isn't important. Others might think that, however important it might be, it's too difficult to remember; while others start paying attention to how they others use "but" in their writing and speech until they have developed the requisite sensitivity to use it appropriately.

The use of "but" is a pretty simple example, but the same idea applies regardless of subject and its complexity. Willingness to get on a learning curve implies a perceived return on investment (ROI). Sometimes that perception is in conscious awareness. You know that if you learn a certain thing, you will benefit in some specific way, improving your health and well-being, financial security, or other aspect of your quality of life. You may recognize consciously, for example, that your relationships have not been as wonderful as they might be, so you choose to get on a "relationship learning curve."

Sometimes, however, the perceived ROI is below your level of conscious awareness. You choose to get on a learning curve and then provide logical reasons to support the effort you are making. This was the way I got on the learning curve for video production. I elected to learn how to produce videos, and, having decided, came up with seemingly logical reasons for doing so. That led to my getting on the learning curve for learning curves, wanting to understand better

what motivates people to spend time and effort learning something new.

Most of us know at least one person, for example, who strongly resists learning new things. We also probably know at least one person—and you may be the one—who considers life an adventure in learning and who constantly and enthusiastically flings him- or herself onto learning curve after learning curve, whether it is video production, language-based skills, relationship skills, or music.

My rhetorical questions for you are how aware are you of your learning curves, whether past, present, or future? How do you go about deciding what things are worth knowing well, and having decided that something is worth knowing well, how do you find the logical reasons that support your desire to master a particular learning curve? Let me (Joel: joel@scs-matters.com) know, and together we will provide an enhanced view of learning curves.

### *Bliss-FUNCTIONal*

April 6, 2007, I was treated to a relaxing ionic footbath with Dorothy Fisch—30 minutes that is stress reducing and health enhancing. While sitting with my feet immersed in a warm soak, positive and negative ions were emitted in the water. The idea is that your rebalanced body will excrete any excess toxins via the kidneys, liver, bowels, and skin during and after the treatment.

During my session, Dorothy had Steven Halpern's *Tonal Alchemy* CD playing. Whether it was just the ionic footbath or just the music, or just the wonderful intent Dorothy brings to the session, or perhaps the combination of all of that, I got so relaxed I was doing a bit of head-bobbing, if you know what I mean.... Afterwards, I was in slow motion as I reluctantly pulled on my socks and shoes, and headed for the door. Dorothy said she considers herself to be dysfunctional when she is in that afterglow. I said I thought I was *bliss-functional*!

In *Conscious Loving: The Journey to Co-Commitment*, Gay and Kathlyn Hendricks introduce the concept of the upper limits. The authors state that each person has a ceiling to how much pleasure he or she can tolerate. Maybe it is like having a set point with weight loss, and you need something more major to take you over that threshold.

I recall a woman's telling me that she believed if she got too happy she would die. Not that I believed that, but the point is she saw bliss as something she had to control. Fortunately, medicine is able to show us that controlling our bliss is a good thing—but in the opposite way this woman had seen it. You are here to become more and more *alive*; you are here to become

more and more intelligent—wise; you are here to become more joyful, more secure, and more relaxed and confident.

Scientists say that your brain is hard-wired for pleasure, that you were created for bliss. They have identified through the study of the brain chemistry that you actually have a *bliss body*.

When you let yourself notice the times you have experienced the most bliss, you notice that you just feel better. You are becoming healthier on all levels of your being. It is truly a gift you give to yourself to do things that invite the feeling of bliss.... And it is probably a gift to others as well.

One of the memories that came to me as I was getting into my car knowing that I was still in a delicious altered state, is how I always dreamed of having a space where people could stay in that state until they came out of it naturally. I saw a comfortable room with a fireplace; healthy food, good music, nature, and all the time in the world. One could fall asleep and wake up naturally. You can take time to write in your journal. You might even go for a walk, or a swim, or just listen to the birds. The idea is to *s-t-r-e-t-c-h* those bliss feelings as long as you can.

Dorothy and I laughed about the suggestions they give people who have had anesthesia: don't sign any legal documents, don't drive, don't be alone, don't operate machinery.... What if, instead of keeping the bliss levels low, everyone decided you are going to learn to do all those things (and more) in that expanded bliss state? I can just hear it all now. "No, Officer, I have not been drinking. No drugs either. I am a *bliss-functional* driver."

My dad used to get so upset when we laughed at the table. At this point in my life, I can say that I grew to understand that giggling girls can be a bit nerve-racking, but perhaps we were just stretching those upper limits. Perhaps our limits are wide open when we are born and something happens to shrink them. Just as our muscles are flexible when we are young (ever see a baby sleep for hours with his or her neck bent over then wake up refreshed?), and as we age we have to be intentional about doing things to increase our flexibility, perhaps we have to do that with our bliss, too.

I cannot be totally sure about this, but perhaps that is one of the best parts of the NLP Intensives is that even while you learn trance-formational skills, you are also teaching yourself how to skillfully move through your life under the influence of more bliss. It is a dirty job, but somebody has got to do it...Thanks, Dorothy, for priming the pump for me. I have more than just happy feet!

## *Secrets of Persuasion*

Would you like to be more persuasive? Whether you are inclined to answer *yes* or *no*, you really need to be—to understand not only the ways others are persuading you, but also the persuasive effects of your interactions with others. The truth is that you cannot *NOT* persuade.

### **First Secret: Persuasion is pervasive.**

The first, and probably the most important, secret of persuasion is that it is more pervasive than most people think. “Persuasion” is anything (and everything), whether internal or external, that activates motivation or otherwise influences behavior. Because persuasion is so ubiquitous, most of it goes unnoticed. We are aware, of course, when we see or hear advertising. When we do, most of us persuade ourselves to ignore it. Whenever we communicate with others, we are influencing not only our own internal state, but also the internal states of those with whom we communicate. We are doing so either with conscious awareness or without conscious intent and haphazardly. For this reason, the more you know about persuasion, the better off you—and those around you—will be.

### **Second Secret: Persuasion is inherently emotional rather than rational or logical.**

People respond to and resist persuasion because they *feel* that it is the right thing to do. When people buy into something, they do so because it *feels* right rather than because it is the logical thing to do. Some people, of course, want reasons they consider logical, but reasons are like Pez in a dispenser: once you have a belief, the reasons you can find to support it pop up one after the other. For this reason, persuasion is basically a form of state management, persuading others to feel that you and your product, service, or idea are worth “buying.”

### **Third Secret: People defend their current beliefs.**

The corollary of this rule is the old saying, “The only argument you can win is the one you don’t have.” In general, once others develop a belief about you, your product or service, or your point of view, they will defend that belief, and the more they defend it, the more entrenched that belief becomes. Consider the national debates over such topics as *Evolution or Intelligent Design* and *Right to Life or Right to Choose*. Chances are that when you read the topics listed, your mind automatically reminded you of your beliefs about them. This is one of the reasons that Richard Bandler’s question, “*Are you sure enough to be unsure*” is so effective at opening the door to questioning a current belief.

### **Fourth Secret: Persuasion occurs over time.**

Persuasion is a generative process in which you are creating or installing a new belief. In some cases, the process occurs over “clock time,” which allows others to adjust to you, your product or service, or point of view over time. As they become more familiar, they become more accepting and willing to buy. A rule of thumb for sales is that it takes approximately seven contacts (whether sales calls or dates) with someone before he or she will buy what you are selling.

In other cases, the time is internal, moving from the present, to an imagined past, to an imagined future, and then back to the present: “I understand how you feel. I used to feel (or think) that way, too. Then I found (discovered, learned) that...” In moving the old idea into the past and creating an imagined future of benefits, you open the door to change in the present.

### **Fifth Secret: People worry about loss more than they anticipate gain.**

In spite of the sales of lottery tickets, people tend to worry more about what they might lose than about what they can gain. Even when buying something they *really* want, they anticipate loss associated with other possible options. Effective persuasion takes anticipated loss into account and *inoculates* against it. Whether you are selling cars or homes or persuading someone to marry you, your client can’t buy your car, your house, or marry you without forgoing other options. Part of the process of persuasion is to ensure that once they have been sold, they stay sold. Someone is sure to find fault with whatever decision your clients make, and they need to be able to continue feeling that they made the right decision.

### **Sixth Secret: The process of persuasion is not complete until the client sells you to others.**

If your clients are not recommending you to others, you have done something wrong. From the beginning, make sure that the product, service, solution, or idea will meet your clients’ needs. If it won’t, help your clients find what will better serve their purpose, even if it means sending them to a competitor. If you persuade someone to marry you, he or she should be your strongest advocate. That means you need to continue to persuade your spouse that he or she made the right decision.

### **Seventh Secret: There are more secrets.**

The first half dozen are critical. The remaining secrets say more about *how* you implement the first six. Some of them are based on specific language patterns (such as the use of “but” described in “Learning Curves” earlier in the newsletter) and nonverbal behavior. When you read “What’s Coming Up,”

you'll probably think that it is too coincidental to be coincidental that the next scheduled SCS training is "Sell-Buy-Ology," the SCS approach to persuasion and sales, where more of your questions will be answered.

### *What's Coming Up?*

The next regularly scheduled SCS training will be "Sell-Buy-Ology," from 8 to 12 June in St. Joseph, Michigan at the Priscilla Burns Heritage Center. This training is part of the NLP series and could serve either as your introduction to NLP or as your continuation on your path to the certification you desire. Licensed Practitioner of NLP requires successful completion of two of the five-day workshops, and Licensed Master Practitioner requires successful completion of three the

workshops in the series.

The real question is where you want to go next.... We continue to be open to suggestion and invitation to offer the workshop of your choice at your convenience. When you sponsor an SCS workshop, you have the advantage of bringing the workshop to you instead of going to the workshop, and your commission for sponsoring the event will undoubtedly cover the cost of your tuition—and perhaps even more. To learn more about sponsoring one of the workshops in the SCS list of offerings, call Debra at 269.921.2217, or send her a quick email message:

[debra@scs-matters.com](mailto:debra@scs-matters.com)

