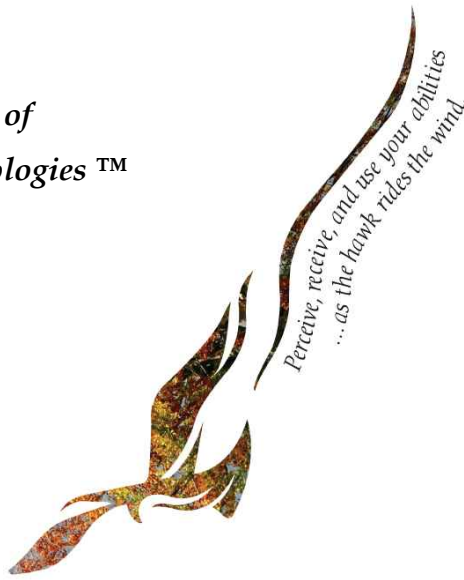


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Edited and published by Joel P. Bowman and  
Debra Basham for SCS Matters, LLC  
March 2010

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## The SCS *Beyond Mastery* Newsletter

### *Welcome ...*

Here is your *Beyond Mastery Newsletter* for March 2010. This newsletter may be duplicated and distributed to those who share an interest in Energy Medicine, neuro-linguistics—especially Neurolinguistic Programming (NLP)—and spirituality.

This month the featured articles are “Sales and Service,” by Joel; “How Can You Get to Heaven?” by Debra; “Making Choices,” by Joel; and “Lifestyle” by Debra.

### *Sales and Service*

Whether you are primarily a provider or a consumer, the “S” words are important in more ways than one. As is often the case, I was motivated to address this subject because of something in my personal life. The provider for my TV and Internet services hasn’t been especially stellar about providing service. “What’s new about that,” I hear you cry.... It does seem as though my desire for greater reliability when it comes to TV and Internet service is fairly universal. That, however, doesn’t preclude thinking that the grass might be greener on the other side of the fence. So ... I went shopping.

My shopping experiences were less than satisfactory. I started with Internet searches and located a number of outlets I thought might be able to improve my TV service. Unfortunately, the outlets weren’t where Google said they would be. When I called the listed number, I got a computerized voice wanting me to schedule an appointment with an installer.

I then went to my local “Big Box” supplier of all things electronic. Yes, they had options for me, and fortunately, the representative of one of the providers I thought would be far superior to my current provider was present in the store. I was *really* ready

to buy. Then the guy started talking. It took him about 15 minutes to talk me out of purchasing. It wasn’t that he wasn’t trying. He was trying too hard. He was talking way too fast, so completely focused entirely on his presentation that he neglected to answer my questions or notice my nonverbal feedback.

He also committed the cardinal sin of sales: When he was saying good things about his product, he would shake his head “no.” The combination of his lack of congruence and failure to address my concerns killed the sale. He looked stunned when I told him that I wasn’t going to “buy today” and walked away.

I finally found an authorized dealer for the service that had so many places listed on the Internet that turned out to be virtual rather than real. The person there was actually helpful. He presented both the advantages and the disadvantages of the service he had to offer and answered my questions. Although I ended up not buying, because of the level of service I received, I will definitely go back for some of the other products and services offered there.

Those experiences led me to reconsider what has been long-standing advice for those in the business of selling (which covers just about everybody when you think about it): Rather than *selling* something to somebody, let him or her choose to *buy* it. It turns out that the most effective sales strategy is providing a service. In some ways, the best sales strategy consists of educating the customer to make good decisions about the products and services you have to offer. That means, of course, that you need to have a comprehensive understanding of not only your own products and services, but also those of your competitors.

Your product or service may not fit your customer’s needs as well as something being offered by a competitor. In such cases, the best strategy is to forgo the

quick sale and to focus on the customer's long-term best interests. I won't go back to the fast-talking, negative head shaker, but I will return to the guy who presented the advantages and disadvantages of the products and services he had to offer and encouraged me decide for myself.

That's sales with a service attitude, and I'm sure that you have experienced the difference it can make, whether you are in a traditional buying-and-selling environment, or whether you are in a close relationship where it's important that the other person holds you in high esteem. When Aretha Franklin sang, "R-e-s-p-e-c-t, find out what it means to me," she was really speaking for everyone who engages you in conversation, including the dance between buyer and seller. You might ask yourself how much fun you can have in the process.

### *How Can You Get to Heaven?*

Maybe once in a lifetime something happens in you that changes the way you look at things forever. Joel and I had been working with the idea of unconscious calibrated communication cycles as the source of most relationship conflicts. We had started with the idea of the drama triangle, developed by Steve Karpman. We had added what we called the Cognitive Triangle, and thought that was it, but while enjoying receiving some energy work, the idea of the Transrational Pyramid popped into my mind. Not even realizing what was coming through, I could see that there was a way you can enjoy your life more than you believed possible.

Since that time, I have seen the idea that the way you get to heaven is a personal choice you are making in most everything I read, most recently, in *The Fifth Agreement: A Practical Guide to Self Mastery*, the sequel to *The Four Agreements*, the widely popular book by Don Miguel Ruiz. What is more, you can tell just by the way someone (or even when you pay attention to the words that come out of your own mouth) is talking about a situation or experience if they are getting closer to or further from *heaven*. In our materials, we talk about the goal being awareness, which leads to peace, clarity, and harmony. Ruiz called that being impeccable with your word and undoing the damage of domestication. Those who are familiar with our work of the last decade will at once recognize the familiarity with *The Fifth Agreement*.

What does it really mean for all of us, though? How do you actually live it in a way that your life is changed? Ruiz says, there are only three languages in the world of humans: the language of gossip (drama triangle), the language of the warrior (sometimes truth and sometimes lies—depending on our awareness), and the language of the masters (truth). The language of the masters seems to be what we have called *vital truth* or *transrational* awareness. Ruiz also mentions how in Greece and Egypt there were thought to be three realms: the underworld, the world, and the upperworld. He compared that to how Christianity has hell, purgatory, and heaven. Fortunately,

the language of the drama triangle—the roles of victim, persecutor, and rescuer—is really quite easy to spot. The language of the warrior (sometimes truth and sometimes lies) is much more subtle and is not always easy to notice. But the feelings that accompany transrational awareness really are like heaven on earth.

What do you think about a person who drops money into the bell-ringer's pot for the Salvation Army? How about the people picketing at an abortion clinic? Those attending a Tea Party? Collecting signatures in a recall election? Using the system to avoid taxes? Divorce? Living together without being legally married? Of course, Christianity teaches about the historical Jesus challenging things just like this: working on the Sabbath, the value of women, and even dishonest tax collectors! But what do we learn from that? *The Fifth Agreement* says, "Be skeptical, and learn to listen." Instead of believing, you are guided to learn to *see*. According to *The Fifth Agreement*, in the dream of heaven, you "completely surrender to life, knowing that everything is just the way it is."

How many times do we need to hear that invitation to surrender (you just cannot argue with reality), read that it is important to accept things just the way they are to change them ("Loving What Is"), and experience the futility of wishing, demanding, even affirming that things are different? Perhaps the wisdom flows naturally from that transrational perspective—seeing the world through the language of truth. Ruiz says from the perspective of the master we hardly speak. We understand that we are giving the meaning to every experience we have, and we love what we see.

I enjoyed being at a presentation by songwriter and singer, Greg Tamblyn, where he led the group in a round. The low voices were singing "I am one with the heart of the mother, I am one with the heart of love, I am one with the heart of the father, I am one with god" while the high voices were singing Ave Maria. He had us sing several times, then instructed us to get softer, then sing in a whisper, then just hum, and then just to think the words silently. At that point he led us in a prayer/meditation. He brought us out the opposite way. First thinking the words silently, then humming, then singing in a whisper, then singing softly, then singing more loudly, and then really singing it out full force. It was not until the next day when I was listening to the recording of the service that I realized I did not have any awareness of what was being said during the prayer/meditation. I had been aware that I experienced it as very emotionally moving, and I had tears (not crying type, but release tears that accompany trance work).

I made a note of the first phrase in that prayer/meditation: "That which is done, there is no need to speak of. Of that which is past, there is no need for shame." I can now see how brilliant Greg's exercise was. Singing in round was like a double induction—then having us sing more softly ... then whisper ... then hum ... then sing it silently to yourself while he played the guitar and spoke the prayer/meditation. It

was a multi-induction, and when he had us reverse the order, he was bringing us out of trance. Ruiz writes that in the dream of the third attention, you are not putting your attention on life, you ARE life. You are the force, you are the intent, and the intent is pure. It is when you use the power of doubt to break free of all the spells you had been under. You see your authentic self. You love what you see. The real you is your presence, and it is as beautiful and as wonderful as anything on this earth. And that is true about others as well. And when you can see that, you get to heaven.

## Making Choices

Regular readers of the SCS Blog (<http://www.scs-matters.com/scsblog>) already know that awareness of choice has been one of my (Joel's) recurring topics. How exactly do you *make* a choice? Most of the choices we make are made without our being consciously aware that we are choosing.

Shifting some choices to the subconscious (unconscious, other-than-conscious) mind facilitates efficiency. For some things and activities, you make one decision and then *choose* to make that a routine activity. For some people, running in the morning, taking an evening walk, or going to the gym two or three times a week is that kind of decision. In such cases, you are choosing a *habit*, a choice-pattern that you will execute automatically unless something unusual happens to change it.

When you go grocery shopping, for example, you may buy a certain brand of beans, perhaps because your mom always bought that brand or because you tried two or three brands and decided that you liked that one best. When you think about how many brands of beans are available, and what you would have to go through to consider *every* brand each time before buying, it's a good thing you can automate that decision—as well as most of your grocery-shopping decisions. Choosing efficiency can sometimes be the most important choice of all.

Because choosing without conscious awareness can cause problems, however, we do well to remember that *all* of our actions are based on choice. If we do or buy X, we may preclude doing or buying Y (at least at the same time). If you go out for dinner, for example, choosing a particular restaurant precludes other restaurants at least for that evening (although I have read about people who choose to eat two or three complete meals in an evening). If you *always* choose the same restaurant for your dining pleasure, you are missing out on the possibilities offered by other restaurants, so unlike the brand of beans, choosing a restaurant may need to be a new decision each time you go out to eat if you are to fully enjoy dining out.

It seems to me that the ideal is to remain aware of the choice-making process, so that even while you are making what are essentially "automatic" choices, you are at least subliminally aware that you are choosing. This is particularly important for choices that need to be made in a specific sequence if they are to be effective.

Some foods, for example, are best eaten after they are cooked. If you're going to back out of your garage, it's best to open the garage door before backing. While such sequences (known in NLP as *strategies*) can be automated, it's best to remain aware of the steps involved so that you can do them in an appropriate order.

Awareness is the key. As you increasingly recognize the choices of the moment, you have the opportunity to make choices that best serve your purposes. I have never yet failed to perform the sequence of opening the garage door and backing out in the correct order. I have, however, failed to be consciously aware of performing the final step in the sequence: closing the garage door. I become aware of having no conscious memory of closing my garage door only after driving down my street (and perhaps farther). If time permits, I turn around, return to my house, and check. So far, at least, the garage door has always been closed. Automatic behaviors are, after all, fairly reliable, but that doesn't mean that you should forget about them entirely.

What's most important is the recognition that "choice making" is like a muscle: The more you exercise it, the stronger it gets. By increasing your awareness that everything (*Everything? Yes, everything...*) you do is the result of a choice or a sequence of choices, you strengthen your ability to make the choices that best serve your purposes now and into the future.

The choice is yours, so choose well.

## Lifestyle

I had an amazing opportunity to enjoy almost a month in a planned community in Port Saint Lucie, Florida. When we would mention to people that we were staying in Tradition, folks would say, "It's a lifestyle. It is not for everyone, but some people really like it." I could not quite understand what they were talking about. Even with the record cold temperatures, I was quite smitten with Tradition.

What was it that I liked so much? Was it that the community was set up with sidewalks and bike trails? Was it because there were lovely water features and green spaces? Was it how clean the area was? Was it how well manicured the grounds? Was it because of how convenient it was to shopping? Of course, you must add all these benefits to have a sense of our experience.

One day John and I rode bikes for over two hours. We slipped into the gated communities, and the only thing that would have made our sight-seeing more satisfying would have been to be able to see into the houses the way you can after dark. We drank in the landscape, and drew deeply from the sense of well-being. We enjoyed it all so much we took a couple of days to meet with a real estate salesperson, and found a home we really liked a lot. Reality kicked in and we backed off, knowing that the longing for this "lifestyle" was still there, but we could see that taking a financial risk of that level did not fit into a "don't

worry, be happy" way of life.

It finally warmed up, and the morning we headed north it was 77 degrees and 99 percent humidity at seven o'clock in the morning! Coming back to Michigan was shocking, not just because of the snow and cold, but also because of the community itself. And this experience triggered a profound longing that has been with me as long as I can remember—the desire for coming back to the garden. You sometimes need to put a bit of distance between your now and your then, or your here and your there. As that happened for me, I began to appreciate the metaprograms of NLP. I could sense my *away from* strategy for getting out of the winter weather, along with the yearning calling me *toward* a climate which allowed me to walk or ride my bike in the middle of January.

I also enjoyed observing myself as we poured over listings, giving creative license to the preferences that dreaming allows while living often does not. The "dream" home we settled on had four bedrooms and two baths. The layout was zoned bedrooms, meaning that the guest rooms and bath were at one end. The master bedroom had his-and-her walk-in closets, as well as his-and-her vanities. While not perfect, the space drew us to design what an ideal life might be. In some ways, that was probably the reality check that put a stop on the exploration. I don't like heat. I don't fool myself into thinking I would enjoy being in South Florida during the summer. I have even been unwilling to spend much time with our loved ones near Nashville, Tennessee, at that time of year because it is just too darned hot for my taste. Some people love heat. I don't.

So what was this exploration all about? What are some of the gifts that it brought to us even as it did not bring us to being home owners in our beloved fantasy land? Letting yourself dream provides you with an opportunity to notice your heart's desires! I enjoyed most that John and I walked and biked together. Living in Michigan means that his free time comes in the cold of winter. That time is spent in his bear mode—sleeping, eating, reading, and sleeping, eating, reading. Summer finds him working long days, cleaning windows all day, and going back out to give bids in the early evening, and then calls, and billing... late into the evening.

The lifestyle I was enjoying had to do with the inner journey I was on as well. I was glad to see John doing what I considered to be healthy things for him—eating well and getting regular exercise. Ah.... Maybe that was what people were calling the "lifestyle."

In NLP we often talk about your needing to start with a well-formed goal. Then you want to have sensory acuity (that means you are good at being aware) to notice if the choices you are making or the actions you are taking are moving you in the direction you desire to go. You also want to have options so you can do what moves you in that desired direction. What may be a bit less obvious is that there are many ways to get to the same place, and, in truth, all roads lead to Rome.

We do not have to own a home in Tradition to have the possibility of being there again. I have set my intent to enjoy that next winter, whether as a house guest again, or in a place we rent. And certainly other places afford the experience we enjoyed there. I am humbled to notice that what I really enjoyed there was also showing me that perhaps the best choices are often the ones that can be made right here and right now in your life. Externals don't tell the whole story.

My hunger for a space that was esthetically lovely, respectful, active, flexible, and healthy is my own inner need expressing itself. Throwing off self criticism is like getting in out of the cold and into the welcome warmth. Appreciating the gifts in your life rather than focusing only on what you thought was missing is like genuine health and well-being. Being present to your own life is vacation—leisure that renews you right to the core. What is the style of life you welcome? Perhaps it about only one TV, demanding that we decide together what we want to watch. Perhaps, it is about playing solitaire with a real deck of cards. Maybe even it is about our every thought, word, and deed nurturing our souls with our lifestyle.

### *Language Tip*

At some time in your life, someone told you something that you still think about today. I don't know what you heard when, nor do I know from whom you may have heard it, but I'm certain that you still think about it. That's one of the principal advantages of unspecified nouns, pronouns, and verbs: Individuals fill in the "blanks" based on their own experience. If I tell you that I had a wonderfully relaxing vacation, unless you ask me where *specifically*, you will automatically think about times and places you enjoyed a wonderfully relaxing vacation.

Alfred Korzybski (*Science and Sanity: An Introduction to Non-Aristotelian Systems and General Semantics*, 1933) thought that humans created numerous problems for themselves and others by failing to be specific with their speech. You may have noticed that "problems" in the previous sentence lacks specificity. What kind of problems, specifically? Korzybski originated the saying, "The map is not the territory," which is true both literally and metaphorically. We both navigate the same external territory, but we do so using different mental maps. Although my "relaxing" and your "relaxing" might be the same, they might not be. If you really want to know where I went and what I did for my relaxing vacation, you'd have to ask.

Milton Erickson, the "Father of modern hypnotherapy," recognized that because individuals filled in the missing blanks in speech based on their own experiences (their own mental maps), using *artfully vague* language had advantages. Erickson used artfully vague language for therapeutic purposes. You may discover that you have been using it your entire life.

- Because of the *knowledge* and *experience* you already have, you may be *curious* about how you can use artfully vague language for yourself.
- You can *always* practice using artfully vague language on *everyone* with whom you speak.

Advertisers and politicians use artfully vague language for persuasive purposes. Have you noticed for example, that advertising often tells you that the way to save money is to spend it?

- *Save* hundreds of dollars by buying your big-screen TV now!
- For *honesty* and *integrity*, vote for Smith.

To become more aware of how vague language is used in communication, and to learn more about how to use it effectively, see pp. 152 – 170 in *Healing with Language: Your Key to Effective Mind-Body Communication*, by Bowman and Basham.

### *What's New?*

The course management software Moodle (see <http://www.scs-matters.com/Moodle>) is new to SCS. Moodle allows us to offer online instruction for those who want to know more but have had difficulty finding the time to attend workshops. It will, of course, also allow those who have studied with us to continue learning following and between workshops. The NLP course is ready, and “Healing with Energy” and “Developing Intuition” will be coming soon.

You may use the online program as an introduction to NLP or as a way to review and enhance your skills for only \$25 a month. When you pay in advance for certification as a Practitioner or Master Practitioner of NLP, the monthly fee is waived. For when you want to use the course to decide that you really want to earn certification, the monthly fees will count toward the cost of certification.

In our continuing effort to provide you with the best values in holistic health, we have put the manual for our workshop, “The Power of Presence: Seeing the Divine in Everyday Life,” online as a free e-book for downloading. The address you need for downloading is the following:

<http://www.scs-matters.com/FreeEbook.shtml>.

Thanks to Brian Turk, who completed NLP Practitioner with us as one of the “Weekend Warriors” who braved weekends through one of the snowiest winters on record for Southern Michigan, we now have a special page on Facebook where you can become a “fan” of SCS Matters, LLC. The new page simplifies the process of staying current with SCS without the “clutter” that typically occurs on Facebook. To become a “fan,” go to [www.facebook.com/SCSMatters-LLC/](http://www.facebook.com/SCSMatters-LLC/). Thank you, Brian.

You can “follow” us on Twitter, by going to [www.twitter.com/SCSMattersLLC](http://www.twitter.com/SCSMattersLLC), signing up, and asking to “follow” us. We use Facebook and Twitter to make it easy for you to stay informed about what we’ll be doing, where, and when.

We have continued putting videos on YouTube. You can find all SCS videos quickly and easily by going to [www.youtube.com](http://www.youtube.com) and entering joelpbowman in the search window, or by going directly to the following URL: [www.youtube.com/joelpbowman](http://www.youtube.com/joelpbowman) and clicking on the link for “Uploads.”

Also, we now have a newly revised and published edition of the SCS Level 2 and NLP in text/workbook format. The new title is *Healing with Language: Your Key to Effective Mind-Body Communication*. If you’re among those who purchased one of the previous editions—even back to the days of the big, thick, three-ring binder version, you’ll be glad to know that we will make the new version available at a *huge* discount—so that we can all be on the same page. The retail price of the new manual is \$24.95, plus \$1.50 Michigan sales tax.

For those replacing previous editions, the charge will be a mere \$8. Shipping within the United States is \$3. For overseas shipping, multiple-copy discounts, special shipping requirements, and to reserve your copy now, send a quick message to Debra ([debra@scs-matters.com](mailto:debra@scs-matters.com)).

### *Judy and Her Jewelry*

This is the last month to order jewelry in support of Judy Bolin, who has recovered nicely. Simply go to the following Web address: [www.scs-matters.com/judyjewelry.shtml](http://www.scs-matters.com/judyjewelry.shtml) You will enjoy the jewelry even more knowing that it is supporting a good cause, and we are especially grateful to those who have ordered and are already enjoying the necklaces and bracelets.

### *What's Coming Up?*

The Super Sunday in March (the 28th) may be the last in that series. It was created especially for those with tight schedules and a desire to have this powerful tool kit, to earn certification as Practitioner or Master Practitioner of NLP in the most convenient way. To continue offering a convenient means to that end, we will be using a combination of our new online program, Moodle, and video conferencing using Skype (at least to start) to offer a convenient means for you to develop (or refresh) a sound foundation in NLP.

This program is for you when you are highly motivated and committed to doing your reading and independent study. For those who have been participating in the Super Sunday series, be sure to mark your calendar for the 28th of March. We will focus on the uses of anchoring (visual, auditory, and kinesthetic) to facilitate behavioral change. We will also discuss plans for your taking advantage of the SCS online and video instruction.

The NLP Intensive is the first of two intensives being offered for 2010. The dates are 23 April through 1 May. The second intensive for the year is scheduled for August. Earn certification as a Licensed Practitioner in April and as a Licensed Master Practitioner in August.

The SCS approach to NLP focuses on using what we call *The Big Three of NLP* (anchoring, submodal-

ities, and advanced language patterns) to promote your own health and well-being and to facilitate that process for others. You will receive a thorough grounding in the fundamentals of NLP and other subtle communication systems.

- Anchoring
- Submodalities
- Timelines
- Metaprograms
- Metamodel
- Milton Model
- Hypnosis, Trance, and Altered States

We will continue to offer intensive-style workshops to focus on the experiential aspects of NLP because you will have the opportunity to become familiar with the NLP terminology before your training begins through having read the appropriate materials in the NLP training manual. We will continue to offer instruction and support by e-mail as well as on Moodle and with online video. For more information about this innovative, cutting-edge learning opportunity, or to be among the first to sign up, call/ write now: (269) 921-2217 or [debra@scs-matters.com](mailto:debra@scs-matters.com).

In 2010, watch for a master manual for healing with energy similar to *Healing with Language: Your Key to Effective Mind-Body Communication*. Individuals are increasingly recognizing “energy” as significant for health and well-being. When you learn energy healing with SCS, you also receive a comprehensive understanding of using language to support your work with the Energy. Because both are important, when you learn NLP with SCS, you are also learning tools that influence the energy. In the same way that

body, mind, and spirit cannot really be separate, energy and language are both part of the Subtle Communication Systems many want to know more about. We consider that blend (energy and language) to be what helps SCS—and Joel and Debra—provide a wonderful learning environment.

As part of our *Perpetual Tuition*, if you are already trained in NLP or SCS Healing with Language, you can attend to improve and update your skills at just \$25 a day. Space for these special days will be limited, so be sure to reserve your place early. Call/write now: (269) 921-2217 or [debra@scs-matters.com](mailto:debra@scs-matters.com).

“Developing Your Intuition with SCS,” which is designed to help you learn to distinguish among desires, fears, and intuitive insights, is still being developed. This program is for you when you’re ready to begin using your “sixth sense” to its fullest capacity. For a preview of what will be offered, request a username and password so that you can watch the course being developed at the following Web address:

<http://www.scs-matters.com/Moodle>

The real question is where you want to go next.... 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 “The Power of Presence: Seeing the Divine in Everyday Life (7 Keys to Joyful Living)” or any 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).

*Change begins with you. SCS can help.*

*See more...*

*Hear more...*

*Feel more...*

*Be more ... SCS*

