

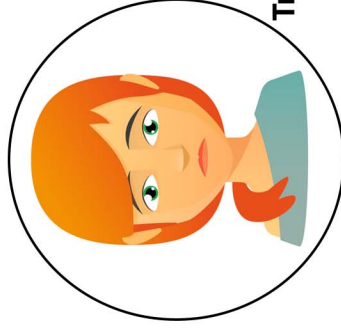
## Beliefs:

I'm a failure

I'm not good enough

What if she thinks I am a fraud?

She's going to think it's too much



**Trigger:** When asked about my price

**State:** Insecure (VAK: Tense in shoulders, sweaty palms, pot. client is at a distance in my mind)

**Behavior:** Stammering, giving a lower price than I had set before

**Context:** Sales conversation with potential client

## Beliefs:

(Your client may not know these new beliefs yet, and need to be coached on this)



**State:** Confident (VAK: Relaxed in shoulders, deep breathing, pot. client is to my right at 30 cm)

**Behavior:** Stating my price clearly articulating, pausing until I get a response

Phase I:  
Building The Story

## Phase II:

### Detection and Analysis

- External Referencing
- Confusing human (1) being/doing
- Problematic Ref. (2) Experience

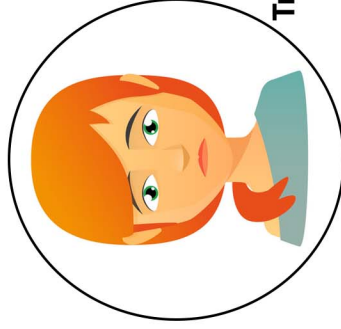
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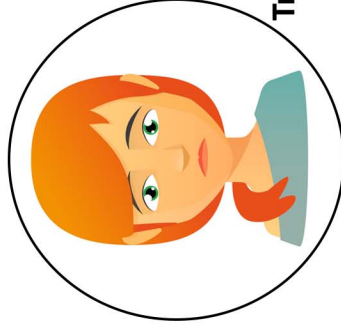
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Phase III:  
The How

1. Use Acceptance, Appreciation and Awe to separate human being / human doing.
2. Replace reference experience --> Change Personal History to remove meaning of reference experience, then put it in the past.

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Phase I:  
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#### Phase IV:

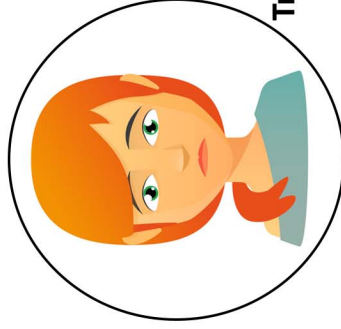
##### Setting The Outcome

#### Why Not:

The life would be sucked out of me  
I would lose my freedom to do what I want with my time  
I'd have to stay in my current job

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#### Phase II: Detection and Analysis

- External Referencing
- Confusing human (1) being/doing
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#### Why:

I'd be completely free  
I'd be living my purpose  
I can make a difference in other people's lives  
Then I can coach professionally  
I'd be able to make sales

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#### Phase I: Building The Story