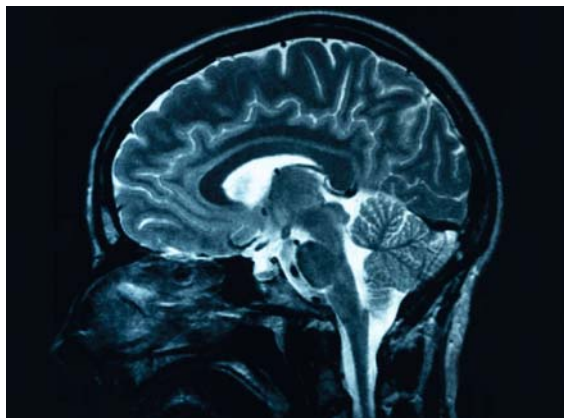


“But the NLP phobia cure doesn’t work!”

Actually it does...*when it is performed correctly* and most of the time this is the issue. Well meaning therapists and NLP practitioners will often attempt the phobia cure with an inadequate understanding of the process and of how and why it works.



Phobias are learned neurological responses. A true phobia produces an involuntary reaction that activates the fight or flight response *before* the person has an conscious ability to intervene. Quite literally, at a neurological level the person freaks out *before* they consciously know what it is that they are freaking out about. It is because of this that phobias are usually thought of as being “irrational”.

Phobias are *not* irrational. They are *neurological* and as such they have a precise structure to them. This is why when applied properly, the NLP phobia cure will *always* work.

I hope the small bit of information that follows will help other therapists improve their success rate in working with phobia. It’s actually just a very small detail, but it is a very important one.

Now, before proceeding, it is important for you to know that there is more than one way to cure a phobia. The NLP “fast phobia” cure (or, incorrectly the, “double dissociation cure”) is just one of them. There is a particularly effective process derived from **Integral Eye Movement Therapy** that works brilliantly when clients have difficulty visualising, and the tried and tested “juggling ball” exercise that is demonstrated on the website can be very effective too. Systematic desensitisation and exposure therapy/flooding can work too, but I think that therapists should save those techniques for the clients that they really don’t like!

So, what is this NLP Phobia cure?

Discovered and designed by NLP co-creator, Dr. Richard Bandler, I believe that the NLP phobia cure was possibly the biggest breakthrough in psychological change that occurred in the 20th century. It demonstrated that psychological problems could have a definitive structure and that this structure could be easily changed in order to create relief from the problem.

An internet search will find you the NLP phobia cure in its entirety, but essentially what it entails is that the person is taken through a sequence of steps whereby they end up calmly seeing themselves, watching themselves freaking out. In essence, the person is dissociated from their phobic response and a calm response is put in between them and the phobic stimulus. It is actually far less complicated that it seems...when done correctly.

And what is this small but important detail that so many trained therapists miss?

This may well mean more to the NLPer than to any prospective client, but what happens is that the novice tries to dissociate the client from the *stimulus* rather than the response! Dissociating from the stimulus has its place in psychological treatments...just not when it comes to effective phobia cures!

Phone me for further details.