

NLP and *Magic*

Other secrets...

A work that subtly brings together Neuro-Linguistic Programming and magic. You'll learn all the persuasive communication techniques through magic illusions.

How can you bring about a strong feeling in your spectator?

How can you influence your spectator with elegance?

And many other questions are addressed in this book in a simple, easy-to-follow way.

A guidebook for magicians and mentalists.



Benoit CAMPANA Benoit Campana is a magician and mentalist. He began practicing NLP in 1993 and was trained by one of the foremost specialists of our time, Michel-Jeanne Noel. He later became a Master Practitioner and trainer authorized by the International NLP Trainers Association. For several years, he organized training sessions for John Grinder (co-creator of NLP) and would have the opportunity to follow his training. His first steps towards hypnosis began with the founder of the British Hypnosis Research of London founder, Stephen Brooks.



The "Mathieu Bich Presents" Collection

“NLP and Magic, Other Secrets...”
First Edition

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NLP & MAGIC

Other secrets...

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EDITOR'S NOTE

I discovered Benoit along with NLP in 2007. Both at the same time – what a meeting! Benoit is witty, extremely cultivated and hungry for multidisciplinary knowledge. When you meet him for the first time, you are surprised at how different the man is from the one you imagined him to be when reading his CV. He is unerringly good-tempered and slightly exuberant and always ready to embark on new adventures.

I remember the first meal we had together. At the time, I thought that NLP was more allied to psychology and at the end of the evening I asked him if he had managed to glean any information about me without me knowing. He laughed and told me that you can't practice NLP while doing something else and that it requires intense attention and concentration. He began to enlighten me that evening and we have been meeting ever since to exchange our knowledge and experiences.

I have often been “blown away” by Benoit, first when he began to explain the basic techniques of NLP to me, and above all when we were doing our exercises and he asked me questions, all the while watching my every movement. He is so concentrated and serious that you understand who you are dealing with; whatever you do, he has already divined it. It is as if, instead of being part of a dialogue, you are watching a discussion between him and your brain! The surprising thing is that not only does he retrieve information without you mentioning it, but he also sends you some without you being aware of it.

You know when you watch a spy film and there's always a guy who says: ‘That man's lying! He looked to the right when I asked him a question, but he's the one who pulled the trigger because he scratched his nose when I sneezed’. Well that's nothing compared to what Benoit can do. I never thought that this level of excellence in such a domain could exist!

NLP is not easy. It requires long training and true knowledge, not to mention a great faculty of concentration which enables you to take in information, treat it and then talk about it with formulae and precise terms related to what you have just heard a few seconds previously.

NLP is extremely interesting and all magicians should evidently master the basics in this field. I have found that NLP has much in common with magic as well as with Zen philosophy that I have remained very close to ever since **Dominique Duvivier** introduced me to it several years ago. NLP will be very useful in your magic, but also in your everyday life; it helps you to understand and explain things better, deal with conflicts and negotiate, and even brings self-understanding.

Before reading this book, take a mental photo of the magic you are practicing today and try to remember it, for once you have finished the book you will never practice magic in the same way again.

I can only envy you, the reader, as you are going to discover a domain that you never knew existed, and you will probably love it. I am leaving you in very good hands, for in addition to technical qualities, you need real talent to achieve what Benoit achieves.

Warm regards
Mathieu Bich

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ABOUT NLP

WHAT IS NLP?

1 – Presentation

Born in the 70s of a mathematician, Richard BANDLER and a linguistics professor, John GRINDER, Neuro-Linguistic Programming is a collection of concrete and efficient tools for communication and change.

Practiced all over the world, NLP is a discipline which was developed to answer the following question: ‘How do certain individuals achieve exceptional, quick and long-lasting results?’ To answer this, **John GRINDER** and **Richard BANDLER** closely observed great communicators in judicial, therapeutic, business and educational fields.

At first, the aim of the collaboration between these two creators was to decode and model the work of **FRITZ PERLS**, the ‘father of GESTALT therapy’. This was called the ‘meta model’/‘excellence model’.

Then, other therapists of the time became interested in the idea:

Virginia SATIR: the mother of ‘family therapy’

Eric BERNE: ‘Transactional Analysis’

Milton ERIKSON: ‘Eriksonian Hypnosis’

John and Richard were influenced by the great thinkers of their time from the PALO ALTO school and drew their sources from:

Paul WATZLAWICK: one of the pioneers and founding members of the Palo Alto school (theoretician in communication theory)

Alfred KORZYBSKI: founder of general semantics and the origin of the 1st principle of NLP: ‘the map is not the territory’

Noam CHOMSKY: Transformational Grammar

John LILLY: author of ‘flotation tanks’

Allan WATTS: Hindu Wisdom

Gregory BATESON: Anthropologist

And many others.

2 – What does Neuro-Linguistic Programming mean?

Neuro

We can control our emotions and choose the most appropriate feeling (also called ‘internal state’) at any given moment in the same way that we can neutralize troublesome or painful emotions.

Linguistic

This involves understanding others and making ourselves understood without need for interpretation. It means communicating efficiently with those around us, negotiating, conveying difficult messages gracefully, as well as having a different opinion from, or saying ‘no’ to our personal or professional circle in a flexible and acceptable way.

Programming

From what we have experienced since childhood, we develop very precise internal functioning programs or we bring into practice the mental patterns of our parents or grandparents. These unconscious programs become automatic. We can program our brains, define objectives, attain our goals or modify inappropriate mental maps.

NPL gives us a very logical way of thinking which enables us to implement strategies to attain our goals or solve our problems.

3 – Communication

More than just a means of communication, NLP is a subtle art. It is a body of coherent tools intended, for the most part, to perfect our communication.

What does ‘communicating better’ mean? Understanding others, making ourselves understood, negotiating, convincing gracefully and honestly are just some of the techniques that NLP can bring.

It is also a state of mind, a life philosophy. When I began NLP at the age of 15, my first lesson was to learn not to judge, not to interpret and not to infer. I found this to be very difficult but I practiced assiduously and I am still practicing today. This first lesson involves remaining neutral in all situations, being a very attentive listener, tuning in to the person you are talking to without comparing their story with yours. (This isn't easy as the brain always makes connections.) This implies the understanding that everyone has their own truth and that ours is not truer than our neighbor's.

What does 'understanding others' mean? This phrase, already for me at the age of 15, was a philosophical concept that I believed in, like everyone else. Let's say that I wanted to. In NLP, we distinguish between two ideas: deep structure and surface structure.

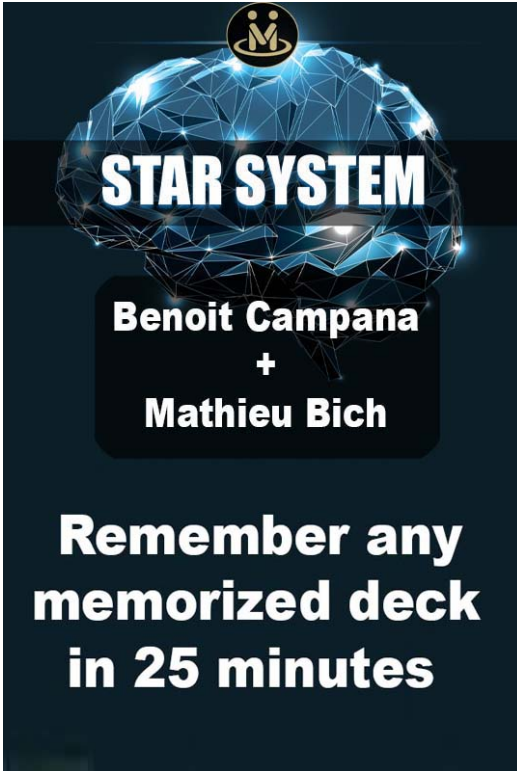
In communication, there is what we call **surface structure** and **deep structure**. Let us start with the second notion, the basis of our reflection, which brings about the desire to speak, to explain, to be understood and which, in turn, becomes the surface structure.

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