



Be the Person You Want to Be: Harness the Power of Neuro-Linguistic Programming to Reach Your Potential

John J. Emerick Jr.

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If you could change anything about yourself, what would you change? Would you want to be more capable, effective, wealthier? Self-motivation is often the key to change, but *how* does one motivate oneself to be capable or effective?

Each year millions of people attend motivational seminars based on the powers of neuro-linguistic programming (NLP). Millions more wonder what NLP is all about. Finally, a book has arrived to introduce the practical techniques of NLP in easy to understand language. ***Be the Person You Want to Be*** offers a refreshing and different view of the principles of NLP. It guides readers in assessing who they want to be and how to attain their goals by setting guidelines and slowly changing behavior. Said to be a self-motivational program without the hype, NLP is explained in detail by John J. Emerick Jr., who focuses on original applications of these time-tested principles. Emerick shows readers how to apply these key strategies to achieve personal and business success by:

Increasing confidence in social and business interactions

Handling difficult situations smoothly

Gaining new insight into how people think and act

Taking control and achieving results in all aspects of life

Be the Person You Want to Be will enable readers to make significant and lasting changes in any area of their lives. By utilizing the NLP principles, and developing structures and guidelines, anyone can be the person they want to be.

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