

# Target Your Message

With NLP

Do you struggle to gain agreement from some people? Meta programs can solve your problem

Meta programs are mental processes that organise attention. To influence someone, match their ‘decision making’ program. Here’s how.

## Step One: Identify Their Preference

- Someone who bases decisions on logic is using a Thinking meta program.  
Example: A thinking person will buy a car because of its fuel economy
- Someone who decides on personal values is using a Feeling meta program.  
Example: A feeling person will buy a car because its colour makes them feel happy.

## Step Two: Plan Your Message

Choose words that cater to the other person’s meta program. Ask a Thinking type what they ‘think’ about an idea. Ask a Feeling person how they ‘feel’ about it. Here are some words for matching meta programs.

Thinking Words	Feeling Words
Logic	Values
Clever	Friendly
Head	Heart
Analyse	Talk through
Facts	Feelings

## Step Three: Use Examples

Thinking people will respond when you describe benefits. Example: “This car will reduce your fuel costs by 60%. Here’s a list of fuel saving features. Feeling people will be influenced if you describe positive emotions or talk about people. Example: “This car will keep your family safe. Here are some quotes from happy customers.”

## Learn More About It

Tune up your team with a session of Personalities Working Together. Discover why communication problems happen and what to do about them. Work out how to get the best from each team member. Decide how to become a really strong team and create an action plan that will help you charge towards team success.

**Book NLP training for your team.**

Call 0433 126 841

