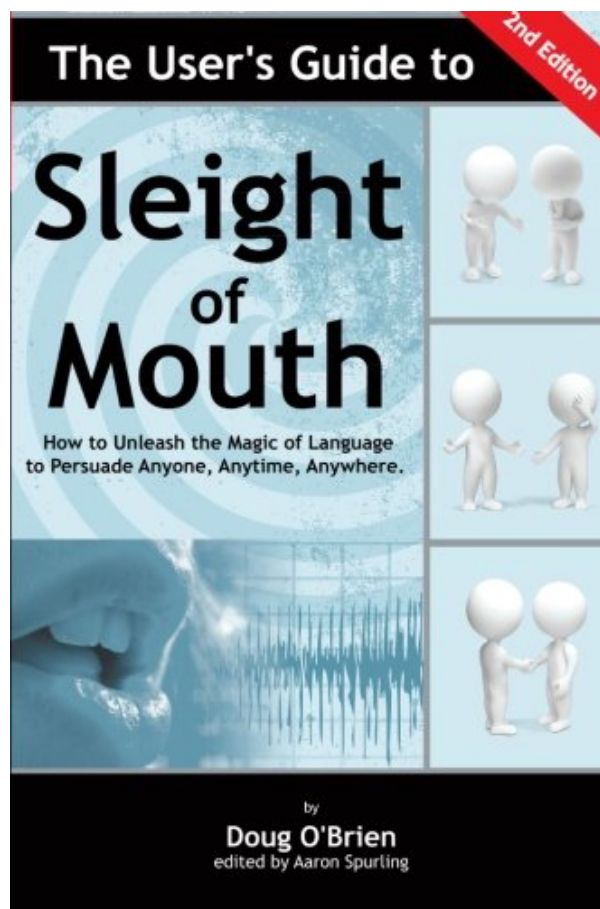
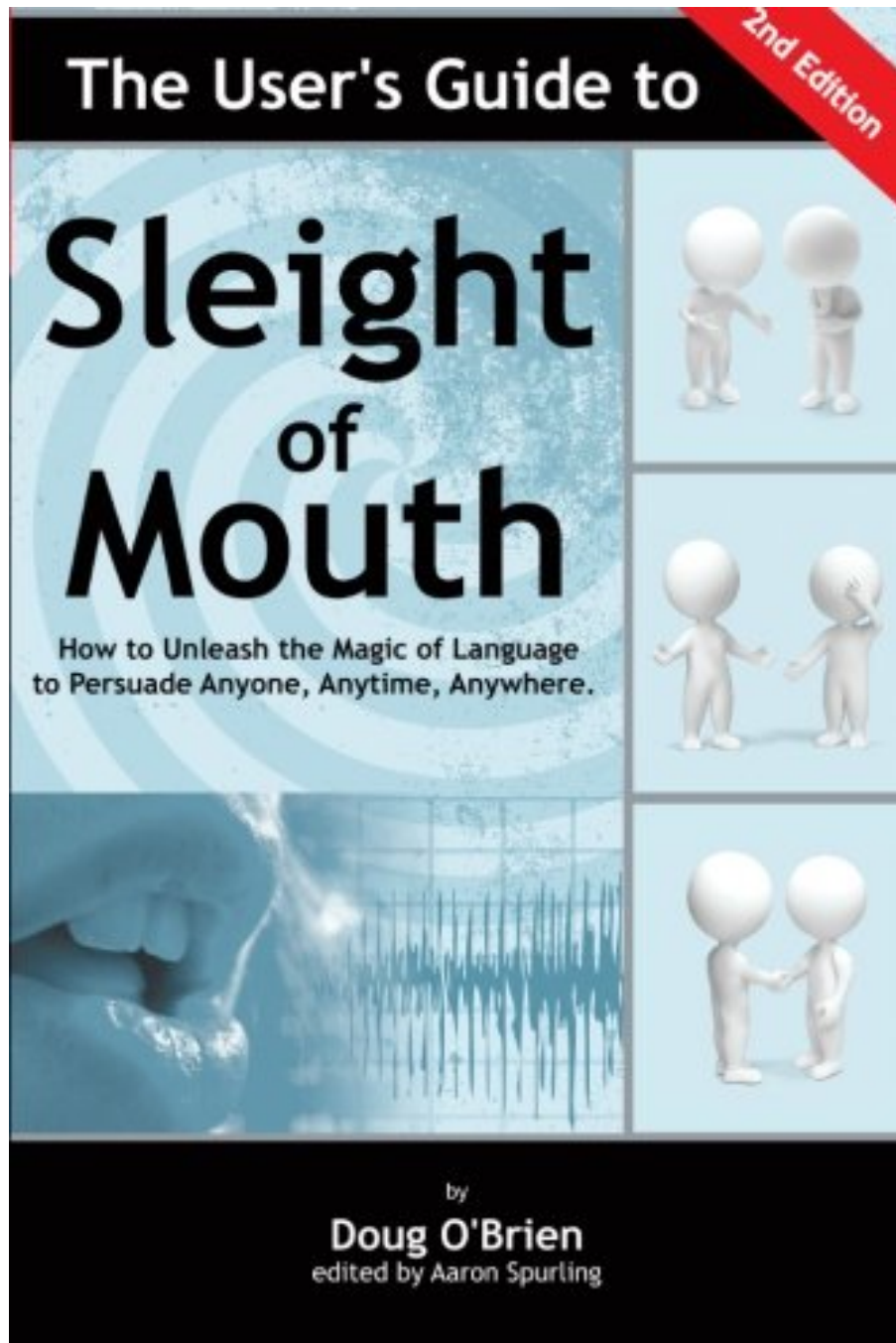


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About the Author

Doug O'Brien is a Master Practitioner and Trainer of Neuro-Linguistic Programming. As a Hypnotherapist, he helped found the Department of Complimentary Medicine at Columbia Presbyterian Hospital in the mid-nineties, under Dr. Mehmet Oz. Doug worked directly with pre-operative and post-operative patients on stress management and pain reduction as well as long term behavioral change to generate healthy living. Doug now conducts numerous trainings around the country in "Sleight of Mouth," "Neo-Ericksonian Hypnosis" and NLP. He also has a private practice in New York City, utilizing these techniques for behavioral change.

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What is Sleight of Mouth? Sleight of Mouth is a persuasion skill, a vehicle for conversationally changing beliefs. It is a system of 14 different patterns of response to a stated belief. A system that, once mastered, can allow you to always have a response that will effectively elucidate your position and help you to persuade rather than be persuaded. Simply put, it will help you win any argument, be verbally powerful and powerfully verbal. Where Did Sleight of Mouth Come From? Sleight of Mouth is a result of the methodology of NLP (Neuro Linguistic Programming) being applied to NLP itself, or, more properly, to Richard Bandler's debate skills. NLP grew out of Richard Bandler and John Grinder analyzing and codifying the methods of a number of the 20th Century's great therapists like Milton Erickson, Virginia Satir and others. Robert Dilts, one of Bandler and Grinder's early students, applied this same methodology to Bandler's own unique way with people. In his NLP Certification courses, Bandler would challenge participants to use their newly acquired skills to persuade him that a belief system adopted for the occasion (eg. "I can't see the curve, therefore the world is flat.") was wrong. As hard as they tried, Bandler was always able to field an army of responses to turn their "logical" arguments around. Dilts was able to discern the patterns of persuasion that Bandler used. Dilts systemized the patterns into specific categories and developed an elegant flow chart of them which makes it wonderfully easy and fun to use. "The User's Guide to Sleight of Mouth" by Doug O'Brien teaches you this system in a wonderfully succinct and user-friendly manner that will have you using it in no time. Here's just some of what you'll learn: * The inner structure of Beliefs. It's true - every belief has the same inner structure and - once you know that - you can unlock and unpack any belief that comes your way * The Agreement Frame - it's like verbal Aikido. * The Precision Model - a powerful, yet simple, technique to bust through any fluffy language you hear people using and get them to be more specific and accurate * The Polya Patterns of Plausible Inference * Fourteen different "Sleight of Mouth" patterns for reframing those beliefs * Much much More

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Most helpful customer reviews

12 of 12 people found the following review helpful.

MUCH Better than I thought it would be.

By Maxx

For years I've heard about "Sleight of Mouth". All I heard till now was ambiguous and impossible to understand, much less use, in a day to day business world. Until now.

THEN I READ THIS BOOK - EXCELLENT

I bought the User's Guide to Sleight of Mouth because I was looking for a sales tool to help me make my business better. Period. I've been to a lot of different sales trainings over the years and didn't want the same old stuff with new packaging. I found what I was looking for. This book was great. Knocked it outta the park as far as I'm concerned. Worth ten times the price to me in increased sales in just a couple of days. God knows what the value will be over time.

One cool thing is about half way through the book there was a link to an on-line video that the author made that explains a certain part of the book in a really excellent way. I could watch it right on my Kindle Fire. I really liked that. I would have liked more of that.

I am a business man with my own small business. I don't have time for things that are too complex or too theoretical. I need results. This book delivered exactly what I was looking for. Thank you.

9 of 9 people found the following review helpful.

I don't think they're kidding. This stuff works.

By Garth

Truthfully I was skeptical about 'Sleight' before I decided to get this book. There are more than a few books about persuasion and Neuro-Linguistic Programming and while many of them are interesting, I felt they didn't offer specific practical strategies and tools you can use and remember immediately without a vast amount of knowledge. This book does that task well, especially compared to some training products which cost \$100-\$500 per training. This is \$20. Well worth it if you ask me! I can spend that on a couple of energy bars and a large smoothie and not even flinch.

After trying it at work in sales and also with helping a few friends, it becomes clear that this stuff definitely works. And who doesn't like being right or being helpful? I do. If you don't like being right or helpful, don't get this book! To me it's as simple as that.

If you've ever purchased a kitchen appliance, and had it do a specified task for you, this is what I'd liken sleight of mouth to. It's like an appliance for your conversations with a great simplified design and explanation booklet. You can technically toast bread without a toaster, you can probably mash together a smoothie without a blender, you can occasionally win an argument or persuade someone without sleight of mouth. But why not spend the \$20 on a blender? This will help you process the ingredients of a conversation into your desired result, in a very immediate and effective way.

I really like that this book explains it in normal terms. It's advanced material, written for the every man. There is a great friendly quality to the writing so that you don't have to wonder whether you understand it or not. You can feel confident because it's all there on the page. The visual material really helped me to get it, having an icon representational chart at your fingertips that summarizes the whole tool kit. This has it.

I would say if you're reading the reviews, and considering buying it, and you already have some level of

interest then it's worth getting. I'll easily spend that \$20 on a movie ticket and snack, personally. And after the movie I will not have gained any skills to help me on my journey. This however you get to keep for life. It's very entertaining to win arguments, and it's enjoyable to help people. This will help you do both, everyday. Just my two cents.

13 of 15 people found the following review helpful.

Highly Recommended!!!

By F. Clark

Doug O'Brien is a very highly skilled teacher, trainer and practitioner of both NLP and Ericksonian Hypnosis. I have attended many of his live seminars on various subjects over the years and have always enjoyed his humorous but in-depth training style. I believe Doug was one of the first in the country to teach Sleight of Mouth with the permission and endorsement of it's creator, Robert Dilts, and has been teaching it for nearly two decades. When I took his live training in Sleight of Mouth I found that he successfully combines detailed explanations with active engagement, and a wonderful sense of humor that makes learning fun.

I am thrilled that Doug has published this book on Sleight of Mouth because it captures his fun teaching style and puts it into the pages of the book. The writing is conversational and light in tone, but covers all the material in a thorough way that makes it easy to learn. It is also filled with new examples and suggestions that deepened my understanding of how Sleight of Mouth can be used in many contexts, including conflict integration.

In my opinion the title of the book, "The User's Guide to Sleight of Mouth," is very accurate because, while it is relatively short - like a guide book - it is a huge contribution to my being able to actually USE this material in my real life. I have already noticed myself using it in business meetings and seeing very rewarding results.

I am delighted to give both Doug and this new book my highest recommendation!

Frank Clark

Entrepreneur

Co-founder, Cytosorbents, Inc. (Formerly RenalTech International - Medical Device company)

Founder, New York Power Team

Financial Advisor

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