

The Power of Anchoring



How to Anchor

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Table of Contents

What Is Anchoring	4
Different Types of Anchors	5
The Four Steps to Anchoring	7
The Five Keys to Successful Anchoring	8
Preferred States for Anchoring	9
States to Avoid Anchoring	9
Stacking Anchors	10
Helping Others Anchor	11
Collapsing Anchors	11
Conclusion	13

What Is Anchoring

An anchor is a technique that you can use to trigger an emotional response in yourself or another person. When a person reaches the peak of this intense emotional state, if an anchor is applied, a link is neurologically created between the stimulus and the state. An anchored state is always a rich, fully associated psychological state or experienced emotion.

Even though you may have never heard of them before, Anchors occur quite naturally and unconsciously. Have you ever noticed that a particular song you may hear brings back memories and a corresponding emotional state. Or, when you smell a certain cologne or perfume, it triggers a memory of an emotional response? That is because the song or the aroma are an anchor for you. Anchors can be visual (sight), auditory (sound), kinesthetic (touch), olfactory/gustatory (smell/taste) or a combination of those mentioned.

Different Types of Anchors

There are many different ways to create anchors. Like mentioned before, anchors normally occur naturally, but you can create anchors for yourself or help others create them. Let's look at a few of the different ways we can create anchors.

Music: Music is the way that I like to create anchors. do you know any songs that remind you of good times with your friends and family? Music that makes you think of a time when you were down?

You can create your anchors with music. Just follow the steps to anchoring in the next part, but find a song that helps you remind yourself of a state.

Places: Many times there are places that you visit that remind you of times in your past. Can you think of a place that makes you feel happy? I used to like to go to the skating rink when I was younger. The building that the skating rink was in is still in my town, but now it is a different business.

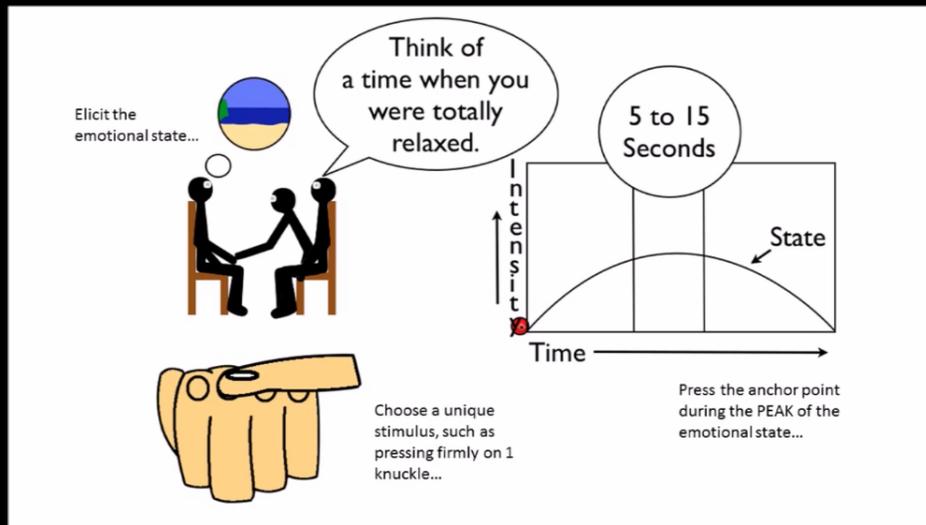
It doesn't matter to me what business is there now or will be there in the future. All I see when I look at that building is all the good times I used to have at the skating rink. That place is a strong happiness anchor for me.

Body Parts: In the next section you will learn how to create anchor points on your body. This can be your ears, your nose, your knuckles, or any other part of the body you can comfortably touch in public.

Smells and Taste: Are there special smells or taste in your life that still bring up good memories for you? Smelling funnel cakes being made and tasting them reminds me of going to the fair when I was younger. Cotton candy is another smell and taste that brings good times to mind for me. What flavors and smells remind you of?

Sounds: Are there sounds that you hear that remind you of good times? When I hear the train it reminds me of growing up in the country. I could tell time by the sound of the train whistle. The train whistle reminds me of freedom and still getting back to the house before five o'clock. What do some sounds remind you of?

Do the sounds of waves relax you? Does the sound of falling rain calm you? Notice how everyday, natural sounds can truly trigger emotions within you?



The Four Steps to Anchoring

1. **Recall:** Recall a past, vivid, intense, desired emotional state.
2. **Unique Anchor:** Provide a specific stimulus, like pressing a knuckle on your hand, as the state reaches its peak intensity. Take off the anchor before it goes over the peak.
3. **State Break:** Break the state you are anchoring so your state changes. (such as by asking an unrelated question or thinking about something else)
4. **Test:** Test the anchor by firing the stimulus (touching the same point

in *exactly* the same way) and watching to see in you go into the anchored state.

The Five Keys to Successful Anchoring

1. Emotional states being anchored need to be intense, vivid and powerfully felt (i.e., loved, powerful, energized, confident, falling down laughing).
2. The anchor must be applied at the exact time that your emotional state is increasing towards its peak. As the state reaches its peak, the anchor should be released. It's important to stop touching the anchor before the peak state begins to diminish. (To leave the kinesthetic touch on beyond the peak means you will anchor a diminishing state. Removing the 'trigger' touch *before* the peak means that you anchor a 'growing' state.)
3. The stimulus used for the anchor (i.e. the touch point) must be unique, meaning it cannot be a point that is routinely touched under normal circumstances.
4. Replication: The anchor must be repeatable (in the exact same way) in order to reinforce it.
5. Number of times: The more times the anchor is practiced and created the better the anchor will trigger the desired state.

Preferred States for Anchoring

1. Emotional states being anchored need to be intense, vivid and powerfully felt (i.e., loved, powerful, energized, confident, falling down laughing).
2. The most intense states are those that occur naturally, e.g. laughter.
3. A single, fully associated, vivid and specific memory that you can relive again, as if now, is best.

States to Avoid Anchoring

1. Generalized memories of the past are much less intense and tend to be far less useful for anchoring purposes.
2. By far the least preferred states are imagined or constructed states, as they lack the intensity of real experiences.
3. You may stimulate altered psychological states in other people without meaning to; for example, your intention may be for the best, yet may have an undesired effect.

Hugging a crying person may seem like a comforting thing to do, but you could be creating an ‘anchored response’ in that person, ‘you hugging’ them becomes linked to their upset state.

Be careful, because next time you give them a welcoming hug they may feel upset – a response that was never your intention and may be confusing to the both of you.

Stacking Anchors

Sometimes a single anchor is not strong enough to get the desired psychological state in the other person. This is when we can ‘stack’ a number of experience ‘anchors’ on the same anchor point, (the kinesthetic trigger point that we touch), thereby making it sufficiently powerful. Repeat the anchor script multiple times, using a different state each time. Ask about:

A specific time when you felt ‘Really Powerful.’

A specific time when you felt ‘Utterly Loved.’

A specific time when you felt ‘Utterly Energized.’

A specific time when you felt ‘Totally Confident.’

A specific time when you felt the feeling that you could have whatever you wanted, a time when you felt you could have it all.

A specific time when you had the feeling that you could ‘fall down laughing.’

Helping Others Anchor

Now that you understand how to create anchors to stimulate your memories of happiness, let's go over ways to delete negative anchors. You can use these techniques for yourself or you can show others how to remove old anchors and create new ones.

Collapsing Anchors

Collapsing an anchor means creating a powerful positive anchor and using it to overpower an unwanted, negative state. You can do this for yourself or you can teach others how to do it.

1. Start by explaining, "In just a moment I am going to do a process called 'Collapse Anchors' (explain briefly), and that will necessitate that I touch you on the knuckles. Is that O.K.?" If you are doing this for yourself then, skip this step.
2. Decide what negative state you want to rid yourself of. If you are helping a friend then, discuss and decide with the other person the Negative State they want collapsing. Next, do the same for what Positive Resource States the person wants to have, instead of the Negative State.
3. Elicit each of the Resource States and stack them onto the same Anchor point.
4. Now test the Positive Resource Anchor to ensure that it creates a considerably stronger and significantly more intense State than the

Negative State that is to be collapsed.

5. Access and Anchor the **Negative State (once only)** on a distinctly different anchor point. Make sure you only do this step once because you do not want to reenforce the negative anchor.
6. Have your full attention on the person and first ‘Fire’ the Negative State Anchor, then, leaving the negative anchor ‘on’, quickly trigger the Positive Resource States Anchor *leaving them ‘on’ at the same time until they peak*, and the integration is complete. (As you watch the person, you’ll notice that they [usually] exhibit signs of physiological asymmetry or confusion until the integration is complete when any ‘agitation’ calms down and the person is left ‘settled’.) When you do this for yourself you will be able to notice the change through your emotions.
7. At the point of complete integration, **release the Negative Anchor.**
8. Continue to hold the **Positive Anchor** for a **further 5 seconds** and then **release.**
9. **Test the integration** by firing the old Negative State Anchor. The other person will be unable to access the old, unwanted feeling.
10. **Test:** “Can you remember an event in the past which if you’d thought about it previously you would have felt that old feeling and notice how you’re feeling differently now.” 12. **Future pace:** “Can you think of a similar event that may occur in the future and just notice how you feel differently now.”

Conclusion

You now know how to create anchors to help you recall great times and feelings from your life. Use the anchors you create everyday to help strengthen them. It is my intention that you learn how to live life for the better and once you decide to live in the states of happiness, satisfaction, and gratitude; life will be yours to construct any way you like.