

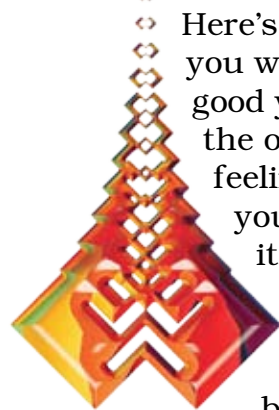


Dear Freedom Maker,

4 LIVING BREAKTHROUGH STEPS TO KEEP YOUR FEARS FROM HOLDING YOU BACK - QUIT BURYING THE PAIN NOW!

Many have talked, some have guessed, and now you've found it....

Welcome to HEADSTRONG,



Here's the big question. Do you enjoy your life? Really, truly enjoy it? Do you wake up every day and feel a warm glow inside as you soak in just how good your life is? Or, are you one of those people that puts a warm face on the outside while inside you try as hard as you can to lock away the painful feelings of loneliness, sadness, fear, anger, hurt which, no matter how hard you try, still manage to stay with you every minute, of every day. Isn't it one of the most difficult things you do on a day to day basis just to keep those feelings bottled up inside? It might be the ever present fear that builds when you think about going on a plane or the gnawing hurt inside that stops you getting close to anyone. It could be the churning, uncontrollable anger that seems as if it comes from nowhere or the darkness of guilt that keeps you from moving on with your

life. It may even be that constant anxiety of future failures that keeps you working late every night or the constant, nagging, little voice in your head that tells you you're not good enough and you'll never succeed. Well, in my book, that's not living. If you've got to the stage where you think you just have to live with these feelings and nothing can be done then you are exactly the right person to be reading this letter and I'm delighted it has found you. There is an answer to what's going on in your head, and if you read on you'll find it...

If you are tired using all your energy to keep all that stuff locked away then HEADSTRONG can help you now. You can leave all that stuff behind and feel the power that comes from freeing yourself from those demons of the past. And you can do it right here, right now and start living your life TODAY. Would that not be better than trying to hide it and lie to yourself that it's not happening to you?

Whether your particular 'thing' needs a specific trigger to set it off or whether you carry it about with you 365 days a year, 24 hours a day we can show you how to let those feelings go NOW. And do you want to know the best bit? You can do it without having to relive every tiny detail of your past, without having to cry the emotions away and you stay totally warm, comfortable and relaxed as it happens.



Think about how you will feel if you stop bottling it up and just let it go. How good would it be to finish work at a normal time and know inside that it's OK? How good would it be to wake up in the morning and feel refreshed rather than just as tired as you were before you went to bed? How good would it be to look forward to the future rather than regretting the past?

SO ARE YOU, REALLY?

Am I saying that, just because I use some fancy words about positive thinking, you



should call me right now? No, of course not. What I am asking is that you take stock of your current situation and ask yourself one question. “Am I Happy?”

If the answer is ‘Yes’ then I genuinely want to wish you well, bid you good luck and ask that, if you know anyone who you think may benefit from reading this letter then you pass this letter and the attached offer on to them.

If the answer was ‘No’ then this is the best opportunity you’ve had to actually talk to someone about it and move on, now. If you don’t want to phone or at least drop an email to find out more then I have to ask how long are you planning on waiting before dealing with it? Let’s be honest here, if it’s not shifted itself by now do you really think you’re going to wake up one morning and it’s just going to disappear all by itself?

So what is it? What is that HEADSTRONG offers that makes it so special?

IT AIN’T WHAT YOU DO IT’S THE WAY THAT YOU DO IT

The main method HEADSTRONG use to get your results is called NLP.

NLP looks at three things – how you use your body, how you use your head and what stories you tell yourself.

For example, if you think about someone who is angry for a moment. I know you’ll agree that they don’t tend to skip down the road with large grins on their faces do they? They tend to frown, stand very straight and rigid, voice raised and have an air of tension about them and since it happens unconsciously there is nothing anyone can do to stop it. When you’re angry you don’t consciously think, I better stop smiling and frown some more, do you? Your body will show on the outside exactly how you’re feeling on the inside – good or bad. So if you think about your body right now, what’s it saying to you? And if you don’t know, perhaps it’s time to listen.



On that same train of thought, when you’re sad you tend not to be running pictures of bright new futures in your head, feel full of energy and hear your favourite piece of uplifting music coming from that bizarre stereo system inside your head that seems to only know four lines to every song. On the contrary, when your sad you feel low on energy, speak to yourself inside your head in that voice you only use when you want to feel really, really bad and then you run pictures of all the crap stuff that can and possibly will happen “...’cos it always happens to me...”.

And that brings us neatly onto the stories you tell yourself to stay sad when you’re sad or to stay angry when you’re angry or any story that you use to tell yourself that why your world is the way it is. An amazing thing about people is that sometimes when they feel bad they will actively help themselves stay bad just as proof that they were right to stay bad! For instance, have you ever had an argument with someone that wasn’t there just to justify to yourself how right you were to be upset at them in the first place?

Well, that’s the thing. NLP, and its associated technology HGE, can help you break that cycle of behaviour because if nothing else it’s not healthy. Scientists have now proven that the happier you are the healthier you are and that certain negative emotions such as sadness, fear, anger or guilt can actually cause physical illnesses. When you pick up



something that's really hot your first reaction is to drop it before it hurts you, isn't it? So isn't it time to drop whatever it is that's hurting you on the inside?

NLP has recently been receiving a lot of publicity as people like Paul McKenna introduce its amazing results to a wider audience. In fact, you may have heard of the Glasgow radio presenter who was cured of his fear of rats live on air by a local Practitioner. These are all fantastic demonstrations of how quickly people can change but they are entertainment. Yes, NLP has truly remarkable results when used to clear people's phobias and habits but don't be fooled that's all it can do. NLP is one of the most powerful methods of personal change available and now you know where to find it.

IMAGINE GOING BACK AND DOING IT DIFFERENTLY

I also use a technique called Time Line Therapy. This is a wonderfully relaxing technique where you imagine what it would be like to float back, over your whole life, to the very moment you first felt the pain you feel now or even to the moment when you created a particular belief that now interferes and interrupts you in every thing you do. Once you're at that moment, imagining the scene from a totally safe and totally comfortable distance, you can allow yourself to let go of emotions and allow yourself to renew beliefs with expert guidance through the whole process.

The other technique I utilise to assist you achieve your result is Hypnosis. Hypnosis has been used for mental and physical wellbeing since the ancient Egyptians first used 'sleep temples'. Over the last 100-200 years it has become established in the mainstream of therapies and my studies and teachings into hypnotherapy and specifically the work of Milton H Erickson, the world's greatest hypnotherapist until his death in 1980, have given me many relaxing tools and techniques to establish, maintain and utilise the necessary trance state for change.

It's important to know that trance and hypnosis is not something bizarre or 'out there'. You will be very relaxed and sitting with your eyes closed. You will not be asleep, just too relaxed to be bothered opening your eyes! A lot of my clients are surprised at just how easy it is to go in and out of trance and I show almost all of my clients an incredibly profound, yet remarkably simple, self hypnosis technique that you do with your eyes open and can use anywhere you need more relaxation in your life.

THE ENERGY OF CHANGE

The last technique I make use of is Hawaiian Huna. While doing my original NLP trainings, and being a fully fledged sceptic about energy healing and its effectiveness, I experienced at first hand the incredible healing power of Huna. Since then I have studied it, practised it and now have achieved my Huamana status which allows me to use these techniques with my clients.



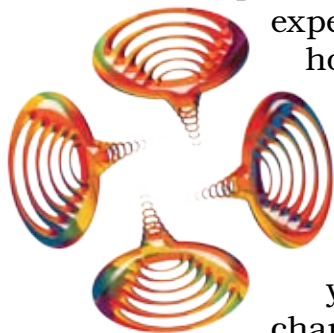
Huna is a set of teachings modelled on the ancient (and at times not so ancient) Hawaiian Kahuna. I'll be honest, Huna is not for every client and I'll only use Huna if I feel it is in your best interests and you are ready for it but if you have ever experienced an energy healing before then you have to



experience Huna. If, like I was, you are unsure about energy work then be assured I will explain any procedure in full with you before going ahead and the final decision is absolutely yours. Since it's not for everyone I will leave the detail for another time. I've devoted a whole section of my website to it if you want to read some more. Logon to www.HEADStrongNLP.com and click on the ELEMENTALLYSTRONG link for more info.

IT'S THE DIFFERENCE THAT MAKES THE DIFFERENCE

So how does it work? The technical answer is that by analysing the structure of the problem to elicit the root causes you can literally 'change your mind' and experience life changing shifts in your mood, state and behaviour in hours unlike many other therapies such as personal counselling or psychotherapy where change can take months and sometimes even years.



The less technical answer is that by understanding HOW you do what you do rather than WHY you do what you do we can change your experience on the inside and you will instantly experience the change on the outside.

And that's how HEADSTRONG are different from anyone else you've talked to about this. We're not interested in why you feel the way you feel. We are interested in how you feel the way you feel. We'll talk and explore all the interconnected stories, movies, pictures, voices and feelings you've got inside and well also look at how they are affecting you on the outside. Once we know all we need to know about how your particular issue works we'll help you release all that building pressure and free yourself of all those painful emotions and show you how to feel good – in fact, show you how to feel great about yourself and your life again.

By showing you how to access your unconscious states of mind you will be expertly guided in simple and targeted ways to use your thoughts, memories and experiences to change the very structure of how you think. To some people this almost seems too easy and they don't believe that change can be this quick. The secret is that, unlike counselling or psychotherapy, when you utilise the expertise at HEADSTRONG you don't have to relive all the history of the problem to change it. I don't need to know every time you felt sad or every time you flipped your lid and got angry! If an expert goes out to demolish a bridge he doesn't need to know the names and addresses of everyone who was involved in building it and everyone who has since walked on it. All a demolition expert needs it to find the weak point and the bridge is history.



WALKING ON THE SANDY SHORES OF LIFE

I've found that there are 4 things you need to do to clear any problem

- Find it
- Shake it
- Clear it
- Seal it



It's like cleaning sand out from between your toes at the beach. You have to know the sand is there, give your toes a wiggle in the water, then get the stubborn bits out with your hand then balance on one leg while trying to put your shoe on before your foot hits the sand again...or is that just me?

It's just that some feet are sandier than others...

So now you know what HEADSTRONG is about now it's time for you. I'm absolutely, 100% serious when I tell you that this can help you. This is a genuine opportunity for you to get on with your life and stop making excuses for not getting what you want. If you're not ready yet then perhaps you've thought of someone you know that could do with a helping hand because, as their friend, you can see, hear and feel everything their trying to pretend isn't happening every time you talk to them, can't you.

I'm sure a lot of people have stopped reading this letter a long time ago thinking 'what a lot of new age, pop psychology hippy rubbish' and for that reason I thank you for still reading about how you can live the life you want while other have allowed their fear of change to stop them.

TIME TO SCORE

Here's a tool I sometimes use with clients which I know you'll find interesting. If you were to rate each area of your life out of 100 - with 100 being totally happy and fulfilled and 0 being totally unhappy and unfulfilled - how would your life score today? Think about areas of your life such as

- Social life
- Relationship
- Health
- Money
- Career/work



So, thinking about the area of your life you would score lowest...what would it be like if, in somewhere around 2 months time (I don't know what month you're reading this in but I know it will be 2 months closer to Christmas), you could feel that burden lifted from you and in it's place you put the ultimate in pleasure, enjoyment and self esteem? How would that be?

I've also found, in my experience, that often when you change something big in one area of your life then it has a generative, cascading, waterfall effect into other areas of life. For example, how many people find other areas of their life getting better when they move house? So if you were to make that one part of your life that better what other parts would follow and what incredible results could you achieve there without even directly doing anything about it.

I know that 100% happy would be great but what if you could get every area of your life to even above 80? How good would your life look then? If you could feel the pleasure, love and freedom of having a life that you would score above 80 in all those areas how would that feel now? Imagine what you would feel like inside with all that pressure gone. Imagine how free you would feel to do all those things you've always wanted



to. Then if I was to ask you to ask yourself the question “Am I Happy” I know you’d be shouting “Yes, I am” and you’d feel that glow inside as you know that you’re not just saying it, your not just feeling it radiate from inside, your living it every minute of every day and it feels fantastic.

HAVE WE MET BEFORE?

So perhaps you’ve got this letter and you’re thinking who are HEADSTRONG And do you know what, that’s a good question.

My name is Brian Costello and I set up HEADSTRONG in 2005 as a part time hobby and loved it so much that I am now helping people achieve incredible results and superb outcomes full time. I am a certificated Master practitioner of NLP, a certificated Master Practitioner of HGE and, as we mentioned earlier, I am also a Huna Huamana (Initiate).

I’ve been using NLP to help people move on since I passed my first practitioner certificate way back in 2003 and the more I have trained the quicker and more impactful my interventions have become.

Am I just starting out? Yes, I sure am and it’s because I’m only starting out that my enthusiasm continues to grow and develop and I love showing my clients how they too can build that energy and passion for results into their every day lives. It’s this that I want you to benefit from. This is why I want you to take advantage of these offers.

The only difference between us just now is that I’m a little further down the road in getting rid of all the crap from my past. I was bullied at school, I’ve drunk, smoked & took too much and woken the next morning wondering what happened, I’ve experienced grief, I’ve felt the pain of failure, I’ve had relationships break up, I’ve had situations where I didn’t know where to turn. I put all my pain and hurt in a place where I thought it could never be found and thought if I just leave it there maybe I’d look one day and someone else would have taken it away by mistake. Then I realised the only person that could take it away was me.

And now? I’m a really happy guy. I’ve got a wife who I love dearly and 2 wonderful kids. My life is great and if I have an off day then I know I can do something about it and turn it back into an on day. I’m running my own business doing something I get great satisfaction from and I know there are people out there, reading this letter that want to move on just like I did.


The great thing is I can show you how.

My certificates only matter because they are your peace of mind that I know what I’m doing and I’ve been trained by the best. My story matters because I’m walking proof of how good this stuff is.

IT’S NOT ME, IT’S YOU...

Finally, out of everyone my clients matter the most because it’s all about them. I am only a temporary guide, it’s really you that does all the incredible stuff. All the words in this letter are mine so here’s just a couple of things that people had to say after their sessions with HEADSTRONG -





"Within a short space of time, I found Brian's ability to slice through layers to expose the truth to be truly skilful. His methods were vastly more effective than those of the many conventional therapists I'd worked with before. The combination of his skill, lovely sense of humour, extensive knowledge and creative approach is very powerful. I wholeheartedly recommend Brian to anyone wanting to make a breakthrough in their life." Wendy, Edinburgh

"Brian has been much more than a life coach to me. He has helped me to clarify my own sense of identity, my core values and my goals. My confidence to handle situations is now hard-wired with the help of his masterful use of NLP. Stress is not now a form of paralysis; it's a call to get busy with what I mean to do in my life." John, Aberdeen

SO HERE'S THE DEAL

First of all I want to offer you half an hour of my time at absolutely no charge to confidentially discuss this in as much detail as we can fit in. If it's appropriate, we might even have time for a quick demo and I can show you how quickly your thoughts and feelings can change. Just to recap, you call and I'll come and see you for a half an hour to talk in confidence about your life, your feelings and what's going on right now in your world and how you can make it better.

And, to make it even easier for you, we can arrange for this half hour to be on the phone, face to face or even MSN Messenger, email or Skype if you prefer. If you do want to meet up face to face then you can arrange it for wherever you're most comfortable. I'll even come to your house if that suits you better and you feel safer discussing it there.

I'm asking you to think about taking this opportunity now to talk to a professional, fully trained specialist on ways and possibilities to start living your life and stop sitting about trying to pretend everything is OK when it's obvious it isn't. This is your chance to experience freedom, fulfilment, love and self esteem. Offers like this don't get made every day, really why wouldn't you at least take this one chance on your own happiness?

To show you how serious I am about your results, I'll offer you another no-lose guarantee.

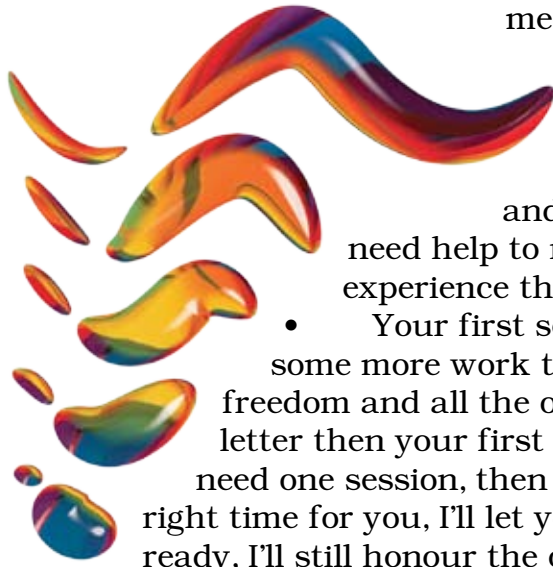
If, at the end of our sessions together, you are not totally satisfied with your results I promise to refund all your fees. I am that confident you will experience dramatic, life changing results that I'm willing to stake my income on it.

So you've got the opportunity now to book a half hour to speak privately to a professional, at no charge, about all the stuff you're holding back from everyone else and then, once you've worked together using life changing methods, if you don't get your outcome you will get a full refund. I don't need to say any more about it now, it really speaks for itself.

MY GIFT TO START YOUR JOURNEY

But, do you know what; if that's not enough I'm going to add in more. When we book in our half hour chat let me know you have received this letter, and, when we

meet, you will also receive -



- A copy of Opening the Door – my most popular relaxation and self hypnosis CD. I've been selling this CD on eBay for over 6 months and copies have been sent all around the world. If you need help to relax or you just want to experience a deep, soothing experience then prepare for a truly excellent 38minutes.
- Your first session for half price – If you decide that we can do some more work together and you want to get the results, happiness, freedom and all the other good stuff we've talked about through this letter then your first session will be half the normal price. If you only need one session, then that will be half price. Even better, if now is not the right time for you, I'll let you keep the voucher and, when you decide you're ready, I'll still honour the offer
- GROWSTRONG Exclusive Offer – I find that many of my clients are so amazed by the power of the HEADSTRONG methods they actively seek out more teachings. To help you do this I'll give you a voucher which will allow you to choose to attend any of my GrowSTRONG training sessions for a special promotional price that is normally only offered to my clients and close associates.

That's over £100 of bonuses, a full money back guarantee and a free half hour to talk privately about how you can have a happier future because I am so confident that you'll want to learn more I am willing to invest some of what I have in you.

CALL IF THE TIME IS RIGHT FOR YOU NOW

But this offer cannot last for ever so please call now on 0800 019 7326 (it's absolutely free) or email me at info@HeadStrongNLP.com now and we can meet whenever it suits you. And remember, all the bonuses are yours no matter what you want to do after our half hour chat.

The more I write the sweeter it gets!

If you don't want to phone to let it go then please don't leave it too late to start living your life. Too many good people leave it so long to let the stuff go that when they do it's already too late. A great man once told me "make sure you live your life, son, before you know you're dying". Luckily he did. And so am I.

I'll leave the last word to the small green hero who once said "Try not. Do or do not. There is no try" which, I think, sums the whole thing up nicely

Aloha

Brian

PS IF you're honest with yourself - and I mean 100%, straight up honest, you know that pain inside is going to keep on building and keep on causing you pain and you're not going to clear it on your own, Call me now, for free, on 0800 019 7326 or email info@HeadStrongNLP.com. This is your best chance to let the pressure go and change your future forever.