Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Languages

Bachelor Thesis

Neuro-linguistic programming techniques in marketing and business communication

Ten Aiym

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Neuro-linguistic programming techniques in marketing and business communication

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Objectives of thesis

The main aim of the bachelor thesis is to identify what neuro-linguistic programming is and how it works in business communication and marketing, how this technique can be used to achieve high results in the particular company's work, as well as for its development.

Methodology

The work consists of two parts – theoretical and practical. The theoretical part will be based on the study of secondary sources. The empirical part will be compiled on the basis of outputs from quantitative/qualitative research.

The proposed extent of the thesis

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Recommended information sources

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Declaration

I declare that I have worked on my bachelor thesis titled " Neuro-linguistic programming techniques in marketing and business communication" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 15.03.2023   _____

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Neuro-linguistic programming techniques in marketing and business communication

Abstract

Neurolinguistic programming is now firmly embedded in everyday life. There are many areas where this science has been successfully applied, from interpersonal relationships to many social spheres that require large and small audiences to be engaged. These include medicine, education, television, advertising, and, of course, business. The bachelor thesis is concentrated just on the latter segment, where the basic concepts, theoretical and practical parts are described in more detail, accompanied by scientific research and experiments. As the result of the work it is clear why it is so important for every businessman striving for success and development of his business to study and implement the techniques of this model in his life.

Techniky neurolingvistického programování v marketingu a obchodní komunikaci

Abstrakt

Neurolingvistické programování je nyní pevně zakořeněno v každodenním životě. Existuje mnoho oblastí, kde se tato věda úspěšně uplatňuje, od mezilidských vztahů až po mnoho společenských oblastí, které vyžadují zapojení velkého i malého publika. Patří mezi ně medicína, vzdělávání, televize, reklama a samozřejmě obchod. Tato bakalářská práce se zaměřuje právě na posledně jmenovaný segment, kde jsou základní pojmy, teoretická a praktická část podrobněji popsány a doplněny o vědecké výzkumy a experimenty. Výsledkem práce je zřejmé, proč je pro každého podnikatele usilujícího o úspěch a rozvoj svého podnikání tak důležité studovat a implementovat techniky tohoto modelu do svého života.

Klíčová slova: Neurolingvistické programování, marketing, obchodní komunikace, obchodní psychologie, osobní cíle, obchodní strategie

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1. Introduction

Over the years marketing has developed many doctrines of market relations. The doctrine of social and ethical marketing, according to which the main task of a company is to identify and satisfy human needs and desires while preserving or improving the well-being of the buyer, society, and the environment, is now particularly well known. The application of the achievements of various strands of psychology can significantly help in solving this task.

In this work the object of comprehension is one of directions of utilitarian and theoretical psychology - NLP, neurolinguistic programming. The subject of understanding are those tools and techniques (patterns) of NLP, which are used in marketing activities to achieve certain organizational goals. From this it follows that the purpose of this work is to investigate the process of integrating NLP tools in marketing.

The goal set in the work led to the solution of the following tasks:
- define the essence of NLP and its basic concepts
- identify those NLP tools that can improve the effectiveness of marketing activities
- identify examples of successful application of special NLP technologies in marketing and advertising

2. Objectives and Methodology

2.1 Objectives

The main aim of the bachelor thesis is to identify what neuro-linguistic programming is and how it works in business communication and marketing, how this technique can be used to achieve high results in the particular company's work, as well as for its development. This thesis will discuss the basic concepts of NLP, its principles and methods, what importance it has in work and business, and how to use it effectively in sales. This paper will also disclose the history of NLP, how its study developed and who contributed to the discovery of this process. The thesis will compare businessmen who did not use NLP techniques in their work with those who actively and seriously applied NLP knowledge in the development of their business. The principal objectives of the thesis are to investigate the influence of NLP on business performance, to research example of company after experiencing and using NLP tools for their marketing strategies.

2.2 Methodology

Theoretical analysis of data about NLP strategies and its modern use by businessmen will be performed and described. This is needed in order to present the nature of the topic chosen and provide necessary evidence for the researched questions. The work consists of two parts - theoretical and practical. The theoretical part will be based on the study of secondary sources, where will be clearly disclosed what NLP tools and techniques are used to achieve efficiency in business and how these approaches help to businessmen. The empirical part will be compiled on the basis of outputs from quantitative/qualitative research. Experiments and research will reveal effective ways to apply NLP wisely in favor of productive business development and marketing.

3. Literature Review

3.1 Getting to know NLP

3.1.1   Definition of NLP

"NLP is an attitude and a methodology, not a trail of techniques it leaves behind." said by Richard Bandler.

The psychological strategy known as NLP, or neuro-linguistic programming, focuses on how people process information and perceive their environment. It is predicated on the notion that we may alter our behavior and accomplish our objectives by altering the way we think and communicate. NLP is an interdisciplinary field that incorporates elements of computer science, psychology, and linguistics.

NLP varies from conventional psychology in that it places more focus on practical strategies and methods that individuals can employ to attain their objectives. NLP provides effective solutions for overcoming obstacles and succeeding in a variety of spheres of life, as opposed to just emphasizing talk therapy and introspection (Eisenstein, 2018).

The importance placed by NLP on the connection between language, behavior, and mind is another significant distinction. NLP practitioners assume they can comprehend people's cognitive processes and behaviors by examining the language patterns they use. Then, by applying this understanding, people can transform their life for the better.

In general, NLP represents a more practical and problem-focused approach to psychology, prioritizing doable tactics for obtaining success and personal improvement.

A methodology called Neuro-Linguistic Programming aims to comprehend and enhance human behavior and communication. The theory that language and communication are directly tied to our neurological functions and can be used to program our minds and impact our behavior is known as "neuro-linguistic programming."

Richard Bandler and John Grinder, who researched effective therapists and communicators in order to determine the particular patterns and procedures they utilized to attain success, developed the field of NLP in the 1970s. In order to assist people in overcoming limiting beliefs, altering their behavior, and achieving their goals, NLP utilizes a variety of strategies and tools, such as visualization, anchoring, reframing, and rapport-building (Bandler & Grinder, 1979).

Numerous contexts, including business, coaching, therapy, and personal development, have used NLP. Neuro-Linguistic Programming can be applied in the workplace to boost productivity, manage staff, control emotions and enhance communication. Additionally, NLP can be applied to assist people become good sellers, strong leaders and better project managers.

NLP's effectiveness is supported by certain research, although there is debate over its scientific validity and the level of its practice and training. When it comes to NLP, it is important to approach it with a healthy dose of skepticism and to evaluate the evidence critically, as one would with any methodology or field. Although the term "neuro-linguistic programming" may seem complex, it is based on three fundamental principles.

The first principle, "neuro," acknowledges that behavior is the result of the neurological processes that interpret information from our senses, such as touch, sight, smell, taste, and hearing. Our neurology encompasses both our thoughts and physical responses to stimuli, and the two are interconnected.

The second principle, "language," emphasizes the use of language to structure our thoughts and communicate with others.

Finally, "programming" refers to the way we organize our ideas and behaviors to achieve our desired outcomes.

NLP focuses on how we experience and organize subjective experiences, including our senses, thoughts, and emotions, and how we use language and behavior to achieve our goals.

By understanding and utilizing these principles, individuals can improve their communication and achieve success in their personal and professional lives.

According to the founder of NLP, people are like computers that follow certain programs. All the programs we live by are ingrained in us because they have been useful to us for a certain amount of time. People have a certain rigidity to their programs, which means that even if living conditions change, people will continue to behave the same way they did before. The goal of working with clients (patients) is to develop a new, more adaptive and positive program and broadcast it to them. However, people resist when a behavioral program is imposed on them. With this in mind, the approach focuses on how to adapt and teach the client the new program. The use of transference techniques based on Eriksonian hypnosis can serve this purpose.

3.1.2 History of NLP

In the early 1970s Richard Bandler, later the creator of NLP, was a math student at the University of California, Santa Cruz. Initially he devoted most of his time to computer science. Inspired by conversations with a family friend who knew many of today's innovative therapeutic schools, he decided to study psychology. After carefully studying the methods of the best psychotherapists, he discovered that by accurately copying their behavioral patterns, he could achieve similar results in his own interactions with people. This discovery formed the basis of "Copying Human Performance," an innovative approach in NLP. Richard then met Dr. John Grinder, professor emeritus in the Department of Linguistics. Grinder's career, like Richard's, was unconventional. His mastery of language, pronunciation and cultural habits was perfected while serving with U.S. Special Forces in Europe in the 1960s and later when he was part of intelligence services operating in Europe. His fascination with psychology met with the main goal of linguistics: to discover the hidden patterns of thought and action.

Seeing a conflict of interest, scientists decided to combine their knowledge of computer science and linguistics with the technology of copying nonverbal behavioral units to develop a new "language of change" (Kilgarriff, 2012).

Richard Bandler was deeply interested in psychotherapy and studied the work of three prominent psychotherapists: Fritz Perls, Virginia Satir, and Milton Erickson. Along with John Grinder, Bandler aimed to identify the patterns used by these therapists and create a model of successful therapy that they could use and teach to others. Despite the unique approaches of each therapist, Bandler and Grinder discovered similar basic patterns, which they refined to create a mental model for effective communication, personal change, and accelerated learning.

During this time, Bandler and Grinder lived with Gregory Bateson, a British anthropologist known for his research in various fields, including communication and systems theory. Bateson's contributions to NLP were significant, particularly his theory of dual communication in schizophrenia.

The development of NLP occurred in two directions: discovering patterns of excellence in all areas of human activity and developing effective ways of thinking and communicating practiced by successful individuals. These models and skills can be used on their own or act as a reference point in the modeling process.

In 1977, Bandler and Grinder conducted a successful series of public workshops throughout the United States. NLP quickly spread, and today there are about 100,000 people in the U.S. who have received some form of NLP training.

Originally, NLP was not just a study of how the best therapists in the field achieved high results, but it has evolved into a field and methodology in its own right, based on a modeling technique that involves identifying and adopting aspects of the behavior and thinking of others who have achieved results in their field. It is not important whether the client understands the problem or not; what is important is to find successful people and understand exactly how they have succeeded.

Fritz Perls (Gestalt therapy), Virginia Satir (family therapy), and Milton Erickson (Eriksonian hypnotherapy) were the early models of Grinder and Bendler. These men were considered highly competent in their fields, and certain patterns and approaches they used formed the basis of NLP. Bendler and Grinder analyzed the speech patterns, tone of voice,

word choice, gestures, posture, and eye movements of these people and linked the results to each participant's internal thought processes. This was the first draft of what later became known as "modeling.

In the 1960s and 1970s, shared semantics influenced several schools of thought, and a community emerged that embraced the idea of human potency and New Age philosophy. Seminars devoted to the study of human potency became increasingly popular. Neuro-linguistic programming was first popular among psychotherapists, then among businessmen, salesmen, artists and members of the New Age movement. Later, individuals such as Judith DeLozier, Robert Dilts, and David Gordon made significant contributions to NLP, and Bandler and Grinder's seminars are summarized in "Frogs into Princes", one of the most popular books on NLP today.

Most of the techniques commonly referred to as NLP can be found in the early works of the founders of neurolinguistics.

3.2 The place of NLP in the modern world

NLP is actively used today not only in modeling, but also in psychotherapy, sales and business consulting. This is due to the fact that the rich communicative modeling techniques of NLP allow to collect information very accurately and quickly change the thinking of the client without his conscious participation, that is at the unconscious level.

When NLP is used in advertising, it is these modeling techniques that make advertising effective in the first place (Sparck, 2007).

Today, NLP in advertising has become the most common tool for manipulating human consciousness. Neuro-linguistic programming, which emerged as a technique for effective communication, quickly proved its practical value; NLP is well known as a type of hypnosis, but it is much more effective than classical hypnosis. Today, NLP in advertising is used in many election campaigns and product promotions.

Today you can find many people in developed countries who know what linguistic programming is. We all know that it is used equally in psychotherapy and in business, i.e., it is applied in business.

The essence of NLP is to teach a person to understand the worldview of others. NLP as a practical model is presented at three levels of knowledge: NLP practitioner, NLP master, NLP trainer

Horizontally, it is divided into areas of application such as human resources, management, network marketing and entrepreneurship, medicine, and training (including schooling).

NLP can be combined with practical hypnosis techniques, advertising, educational techniques, etc. Depending on how it is applied, different techniques and methods are used. For example, in sales it is necessary to use techniques based on principles (laws) such as the law of scarcity, the law of competition, the law of fame, the law of fashion (Morin, 2018).

Business, on the other hand, uses techniques based on aesthetic beliefs, primarily to influence, create, change, or eliminate. These techniques are also fundamental to political management. For example, suppose a person wants to be attractive, goes to a clothing store and buys the brand he wants to wear. For example, the sale of jeans is directly related to culture and is actively promoted through political channels by various politicians. For example, if jeans are made into a movie (the main character in the movie does not wear jeans), then people will not buy jeans.

The criminal environment is no different. Modern criminals actively use NLP as a criminal weapon. The number of frauds committed using this technique cannot be accurately counted. This is due to the fact that the use or non-use of this knowledge is not officially recorded in statistics.

3.2.1 Can NLP be used in advertising?

There is much debate today about whether NLP can be used in advertising. There are two points of view, that of the NLP specialist and that of the advertiser. Why is there such a dichotomy? Because when NLP is extended to the sphere of mass communication and

marketing communications (including advertising), they forget about the fundamental difference between this sphere and various situations of personal contact, namely the possibility of rapport (rapport is coordination. In other words, the basic conditions for the use of NLP techniques are not met. But there are also restrictions on the use of NLP in advertising and marketing.

While NLP deals with one person, advertising deals with the "average" consumer. Advertising aimed at thousands, or millions of people must simultaneously "sell" to people with different archetypes, temperaments, education, prejudices, and perceptions of language. Therefore, typing people according to their preferred channels of perception (auditory, visual, tactile), which NLP specialist are so fond of talking about, makes no sense in advertising. It is just as pointless to try to influence the unconscious of thousands of people with the same words at the same time - because all people react differently to certain words, have different vocabularies and different unconscious (Kim J., & Kim, Y. 2019).

NLP believers view people as amorphous beings who live only from the unconscious and subconscious. This being consists only of emotions and archetypes and easily falls into a trance - they say it is enough to use this or that word or to change the words in a sentence. Grinder is convinced that NLP cannot be used in advertising: "Until people in advertising do not understand that they have to develop a way to test the unconscious reactions, that calls should be made on an unconscious level, not on a conscious level. -It turns out that you all make buying decisions in a completely unconscious, mindless state, and according to NLP researchers, this state solves all kinds of industrial, scientific and consumer problems. So how does it work? People have both an unconscious and a subconscious mind, but the conscious mind takes over the dominant role.

NLP practitioners try to act only on emotion. However, every decision involves both rational and emotional factors. Richard and Bernice Lazarus debunked many myths about emotion in their book «Passion and Reason» (1994). One myth is that emotions are irrational and independent of thought and logic. Emotions always depend on the cause that triggers them, and, on the value, one attaches to meaning. Without meaning, without value, emotion cannot arise. If an advertisement evokes an emotion but does not prompt a purchase, the advertiser can say goodbye to money (Bandler, 1994).

Psychologist Carol Maughan states, "Generally speaking, strict emotional behavior is found only in young children and adults with severe cognitive impairments." (For some reason I was reminded of NLP.) Realistic and rational evaluations are more or less present in all decisions and accompany all differences, regardless of the emotional intensity, loyalty or excitement of the product.

Sometimes we try to get more selling points by shifting the emphasis in one direction or the other. For example, an ad for mascara that used to be "emotional" now includes "rational" numbers, saying that using it will increase the mascara by a certain percentage. Also, advertisements for a computer and the name of the famous designer who designed the computer case use a reference point.

In advertising, content (selling points, proofs, etc.) is 100 times more important than form (language, formatting, design), as generations of the world's best copywriters have amply demonstrated. Nevertheless, NLP writers tend to "program" consumers through form, only linguistically (Liu, H., & Xu, Z. , 2018).

Content should not take precedence only over practical matters such as advertising. This applies literally to any text, even fiction.
So, it is certainly possible to talk about the effects of NLP in mass influence in the same way that we talk about the effects of mass hypnosis sessions.
The results of the last few decades show that the use of NLP is very effective. Experimental studies have been conducted in this field which have confirmed its effectiveness not only in medicine, where it originated, but also in sales promotion, advertising, business, contracting and retail sales. Professionals in a wide variety of professions have gained much knowledge, and today there are many NLP trainings available.

Today NLP is a self-developing system used to manage the world's largest economy and in everyone's life.

3.3 NLP as a prime example of a proper marketing strategy

3.3.1. Features of the use of NLP techniques

The basic premise of the neurolinguistic programming methodology is that people do not interact directly with the surrounding reality, but perceive it through neurophysiological, sociocultural and personal filters. As a result, people are forced to "map" reality, thereby placing their experience in a certain context and giving it meaning. Based on this premise, NLP actually views all human behavior through the prism of options offered by one's "map," and within the framework of this individual "world map" makes the best choice available.

The creation of the individual "world map" takes place by means of three universal modeling processes: generalization, exclusion and distortion (Dobr, 2001).

In the process of generalization, a part of the individual "world map" is extracted from an event/experience in such a way that it represents an example of the entire category in question. For example, in this way a person learns to pour hot tea, beware of fire and sharp objects, learns to drive a car and exercise caution in many other similar situations.

Exclusion is a process in which people are selective about certain aspects of experience to the exclusion of others. For example, Jung described a tribe that lived near a large waterfall, could not "hear" and thought it was normal to live. Another modeling process is "distortion."

Another modeling process is "distortion." Distortion enables the most amazing transformations in perception. Through distortion we can fantasize, create and understand art, invent new scientific theories.

We have concluded that just as the geographical map of a region is different from the region itself, so our knowledge of the world is different from the true world. Each person's real world is only a particular instance, and the world is not a particular instance of the region itself. Moreover, different people's "maps" of the same "territory" are not necessarily the same.

Another important aspect of the NLP methodology is the way information is presented. As we know, we perceive the world around us through the senses, and NLP distinguishes between 4 modalities of information.

- Visual

- Auditory

- kinesthetic (touch/body sensations)

- gustatory

- olfactory

Usually one of the five modalities is dominant, and the others occur together. How a person perceives the external world affects how he/she reflects the internal world. There is a clear relationship between the dominant mode of perceiving the world and the propositional discourse terms they use to express their perception.

Table 1 Sub-models

Visual	Auditory	Kinesthetic
Color or black and white character of the image	Stereo or monaural sound	Localization
Presence/absence of frame	Speech or other sounds	Intensity
The presence or absence of depth (two/three-dimensional nature of the image)	Loudness	Pressure (strong/weak)
Location (left or right, top or bottom)	If speech, its tone (soft or sharp)	Texture
The distance from the object to the image	Timbre (richness of sound)	Weight
The presence or absence of movement (film or photograph)	Sound source location	Temperature
How fast or slow it moves	Distance to sound source	Exposure time
Number (one scene or many images)	Sound duration	Shape

Source: Grosu, 2014

The propositional terms are formed at a subconscious level, and in order to make contact, one must use the expressions that the other party uses. All these perceptual representational

systems must be used because the target group must be fully reached when creating an advertising message. (Grosu,2014).

Moreover, each modality has sub modalities that add more nuance to our perception of the world. There are many such sub modalities, but only some of them are used frequently. The table shows a list of the most common sub modes.

Psychotherapeutic practice has shown that changing sub modalities affects not only perception, but also changes in thinking and behavior. For example, increasing the brightness of a perceived visual image increases the intensity of sensation, while decreasing it weakens it. A change in the size of an image is perceived in the same way. Bigger images are more intense, smaller ones are darker.

The changes in sub modality should occur depending on the expected effect. Take the example of an advertisement for an IKEA storage system. If you read only these words, you will not pay attention to the advertising text, and only what is underlined will remain in your memory.

Figure 1 Ikea advertisement

Source: ikea

The technique of sub modality suggests that the creator of the image gradually changes the parameters of perception (size, distance, brightness, color, sharpness, etc.) and traces their relationship to changes in the emotional state of the client.

Also, of great interest are auditory (sound) sub modalities, which are used mainly in radio advertising. For example, considerable attention is paid to the volume, intonation, and rhythm. Accelerated speech to the rhythm (chanting) encourages action and is a typical conclusion of radio advertising. Convincing message is especially enhanced when experts combine music and speech, using the rule of "trance speech" (wavy change in pitch of speech combined with a specially selected rhythm, where the rhythm is taken from the selected music, and the speech should successfully follow the rhythm of music) (Morin & Reinvoise 2018).

The timbre of the voice should also have a velvety undertone. Among the auditory subconscious, special attention should be paid to rhythm and rhyme. Rhyme should be used carefully, as a bad rhyme can ruin the whole work. Kinesthetic sub modalities are also used in advertising, but their use is limited by the need to bring potential customers into direct contact with the advertised product, so they are not used directly during promotional events, such as food tastings, the use of samples in retail perfume stores, and test drives in car dealerships.

3.3.2 Association and dissociation

One of the most powerful parameters that can increase or decrease perceptual acuity is association/dissociation. Associative perception is a situation in which the viewer sees himself or herself in the picture being viewed. Dissociative perception is a perception in which the viewer sees what is happening through the eyes of another person.

The technique of going from dissociative to connected image, or from observer to participant, is often found in commercials.

You first show the character using the product, and then you show the product close-up as if he or she were using it. This strategy is based on a meta-behavior that has been present since infancy. An example of the use of this technique is the Raffaello candy commercial: first

you show the girls happily eating candy and then you show a close-up of the product being advertised (Raffaello candy).

Source: Raffaello, 2016

3.3.3 Metaprograms - strategies of behavior

Another important concept in neurolinguistic programming is behavioral strategy - the chain of mental processes that results in a particular form of behavior.

Often, with all the variety of options for behavior in a given situation, a person chooses the only one most acceptable to him or her. If the person already has experience of reaction to a similar situation, he or she chooses a strategy of actions based on this experience. In situations where relevant experience is lacking, the choice of action is based on thinking, which constructs a list of possible behavioral options.

Because in everyday life people are constantly surrounded by a lot of information, they form a metaprogram that serves as a habitual filter for determining the importance of information and taking it into their consciousness.

Metaprograms change depending on the context. What attracts attention at work may be different from what attracts attention at home. Metaprograms also change as emotions change. Metaprograms exist in both language and behavior. As people filter their

experiences through metaprograms and transmit them through language, certain language patterns are specif8ic to specific behavioral strategies. These programs are key to motivation and decision-making, so it is important to identify them. Using language adapted to the information processing system and behavioral strategies of the interlocutor, so-called "tweaking," adapts information in advance so that the listener can easily understand the meaning. (Furduescu, 2019).

NLP theorist M. Hall identifies 51 meta-programs in his work. The following are considered representative:

Table 2 Active/passive person

Active person	Passive person
He takes the initiative himself, quickly starts and advances things. He does not wait for others to act.	He waits for others to act, or he waits for an opportunity to start. He hesitates for a long time or takes no action at all.
He uses compound sentences with a personal subject (noun or pronoun) and a verb in the active voice and a real subject, such as, "I'll be cured in no time!	He will use passive voice verbs and incomplete sentences more often. He will probably use qualifying phrases and nominalizations, such as: "Is there any chance of a cure for this disease?"
Is well motivated by phrases like, "Go there," "Do that," "It's time to act."	Responds better to phrases such as "Wait," "Let's analyze," "Think about it," and "Find out what others think."

Source: Furduescu, 2019

The first metaprogram refers to how a person behaves; the second describes motivation. This behavioral model shows that some people act in the direction of desired values, while the dominant behavioral strategy of others is avoidance of failure/problems.

The approach strategy is embedded in the minds of those who seek something new. They are motivated to achieve, acquire and obtain something. Avoidant people are primarily concerned with what problems they can avoid and what will not happen to them.

The approach/avoidance model helps us understand what people value when they shop. Those who are motivated by rewards are more likely to recognize the benefit they get from buying a product/service. (Kochuma, 2021)

Table 3 Motivation

Person with «toward» strategy	Person with avoidant strategy
Focuses on his goals, moving toward what he wants.	Recognizes problems easily, knows what to avoid because he has a clear idea of what he does not want.
Motivated by purpose and reward.	Motivated by problem avoidance and punishment.
Talks about what he/she wants, achieves, or acquires.	Talks about situations he/she wants to avoid and problems he/she wants to avoid.
Better at doing things that require the ability to persevere toward a certain goal.	Is an excellent error detector, good for work as a controller (e.g., quality), evaluator or critic.

Source: Kochuma, 2021

The approach/avoidance model helps us understand what people value when they shop. Those who are motivated by rewards are more likely to recognize the benefit they get from buying a product/service. Also, with those who are trying to avoid potential problems, you can talk about how you can help them solve the problem and how your help can minimize or eliminate the problem.

There are two ways to evaluate a person, situation, experience, idea, etc. One person evaluates based on their own values (internal reference point) and the other evaluates based on something external (external reference point). People who value the weight of their own opinions motivate themselves, make their own decisions, justify their actions, and evaluate the results. When they learn something from others, they still make their own decisions; others make decisions based on others' opinions. They look to others for guidance, motivation, and decisions. They need feedback on their decisions and outcomes. In the absence of guidance and feedback, they experience frustration. (Knight, 2012)

Table 4 Reference points

Person with internal reference point	Person with external reference point
When asked, "How do you determine that you did your job well?" they usually answer: "Just because I know.	Someone else has to set the standards." You are only convinced that a job was done well when you are told it was done well.
Is receptive to information but insists on making decisions based on your own criteria. Resists decisions made by others, even if they are favorable to him.	Needs established norms and worries about the norms of others. Slow to make decisions.
Difficult to manage, but they make good businesspeople, usually have difficulty working for themselves, and do not need constant supervision.	They need direction and guidance. They need internal standards, otherwise they are never sure they did the right thing.

Source: Knight, 2012

When crafting messages for outward-looking people, focus on what others think: use credible experts and influencers. You can also use statistics and facts. For example, "People today want a car that meets their ever-growing needs. The Ford Fusion is the best-selling non-market car in 2006 and 2007, according to the European Business Association".

The fourth pattern defines the openness and freedom of human thinking and creativity. This behavioral pattern divides people into alternatives and prescription lovers. Innovators are oriented toward novelty and choice, which frontrunners discover when purchasing goods and services. They are willing to try new things. Recipe lovers value order, clarity and certainty and will not settle for what works. Instead, they are interested in clear, straightforward use, simplicity, and safety of the product.

Therefore, these characteristics should be considered when trying to communicate promotional messages to potential consumer groups.

The next template focuses on the persuasion process.

This program defines how the persuasion process works, how people receive information, and how it should be presented. It is believed that some people need to be presented with evidence several times before they are convinced of its truth. Others are convinced by just a few examples. A third group guesses and makes decisions based on only a few facts. This group does not need much information to make a decision. They draw conclusions based on a considerable amount of data. This is what is known as an automatic pattern. The fourth group is not persuasive at all and needs indirect evidence, which means they need to be persuaded constantly. This way of thinking is called persistent. The fifth and last group are those who must present preliminary evidence. Knowing these behaviors can give a fairly clear idea of the timing and amount of advertising messages needed for a campaign. People can be divided into four temporary and informal groups depending on how they perceive and evaluate information as "believable": (Ahmad, 2011)

- Automatic persuasion. Representatives of this group are gullible and do not need persuasion. They do not need much persuasion, and they accept information as true if there is no evidence to the contrary. They also accept information as true if there is no evidence to disprove it.

- Demanding Repetition. People in this group have their own repetition rate and will not be convinced until they have gone through all the repetition. It is estimated that this group makes up about 50% of all people. Obviously, with enough "conviction," this group can believe almost any message.

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- Ask for a certain period of time. It is estimated that about 25% of people do not need constant exposure to accept the message as true, but rather the message must act for a certain period of time. The longer it lasts, the more the message will take hold in their minds.

Table 5 Alternatives and prescription lovers

Alternative	Prescription
they seek freedom of choice and consider different options, feeling uncomfortable when they are forced to follow a strict instruction, even if it is well-reasoned.	They find it very helpful to follow clear instructions and a well-thought-out sequence of actions, but they find it difficult to make their own plans because they are more interested in the process than in the end goal. They believe that in most cases there is only one "right" course of action.
When asked about their reasons for choosing a particular job, they can explain their motives and the reasons why they chose that particular job.	When asked "Why did you choose this particular job?" they will talk about how they arrived at this choice, or simply give facts, answering as if they were asked "how" rather than "why."
They are open to innovative ideas that might expand their choices.	Respond positively to ideas that open up a clear and proven path before them.

Source: Ahmad, 2011

3.3.4 «Anchoring» technique

According to the authors of NLP, we all have "anchors" or triggers in our minds that trigger desired emotional experiences we have experienced in the past through associations.

Consumer consciousness "anchoring" was first introduced in the book "Frogs into Princes" by R. Bandler and D. Grinder, who had in mind treatment of psychosis and neurosis and getting rid of bad habits such as smoking and drug addiction. But nowadays the technique has become actively used by advertising specialists.

Proponents of NLP believe that "anchors" are so common in everyone's life that we often use them unconsciously, almost without noticing them. They can be sounds, smells and tactile sensations. One of the "anchors" that evoke positive memories and emotions is music, the use of which creates a positive image of a product. Literary characters and catchphrases have a similar effect. Such advertising does not cause negative changes in the consumer's psyche, but rather draws attention to itself and helps to remember the product and advertising (Saha & Pai, 2015).

For example, in a car commercial, anchoring can be used by associating it with images of freedom and adventure, such as a scenic drive down the road or a sense of speed. Hearing the words "car," "freedom," and "adventure" together in the context of an advertisement may make a person want to buy a car to experience these feelings.

Anchoring can also be used in food advertisements. For example, the words "fresh," "natural," and "delicious" can be used to evoke positive associations with a healthy lifestyle and positive feelings about food. As a result, they may be motivated to buy the product because of these positive associations.

Here are some examples of advertisements that have used the "anchoring" technique

Coca-Cola - "The Holidays are Coming."
Coca-Cola's "The Holidays Are Coming" ad uses the "anchoring" technique to make the connection between the brand and Christmas. The ad shows a Coca-Cola truck,

decorated with lights and a Christmas theme, driving through towns and villages. The accompanying music and sound of the truck running creates a festive and cozy family atmosphere. Over the years, Coca-Cola has used this ad as a "Christmas anchor" to help consumers connect the brand with Christmas.

Apple - "Get a Mac"

In a series of "Get a Mac" commercials, Apple used the "anchor" technique to connect its brand with the concepts of "cool" and "innovation." The ads consisted of a series of dialogues between two characters, one playing a Mac and the other playing a PC. Each episode demonstrated the superiority of the Mac over the PC in terms of performance, security, ease of use and design. In this way, Apple used "anchoring" to create a connection between its brand and the concepts of "cool" and "innovative."

Nike - "Just Do It"

Nike's "Just Do It" ad uses an "anchoring" technique to connect its brand to the concepts of motivation and self-improvement. The ad shows people exercising and overcoming challenges, and the accompanying music and vocals echo Nike's slogan, the phrase "Just Do It." In this way, Nike used an "anchoring" technique.

"Anchors" can arise in two ways: the first is caused by simple prolonged repetition; the second arises at the threshold of an intense emotional experience. Repetition is only necessary when there is no emotional involvement. This technique of "fixation" is well known to the creators of slogans and logos, when information about the manufacturer of a particular product is repeated so many times that it becomes ingrained in the consumer's mind.

However, as mentioned earlier, a more effective way to "fix" a product in the mind is to place ads in places where people experience strong, contagious emotions. Such places might be movie theaters or sports stadiums during sporting events. Then, when people first come across the advertisement, they also experience emotional excitement.

For a better understanding I will give the example I listed above:

The Coca-Cola Happiness Factory commercial was created in 2006 to promote the Coca-Cola soft drink and was created to show how Coca-Cola is made in the magical Happiness Factory and how all of its employees work to bring joy and pleasure to those who drink it.

Various techniques are used, including "anchoring," where the viewer sees a moment that evokes an emotional response, and that moment is repeated in another episode of the commercial to remind the viewer of the positive emotion they experienced the first time (Carroll, 2014).

At the beginning of the commercial, there is a scene in which factory workers are enthusiastically drinking Coke in the basement. This scene is meant to make the viewer want to drink it and create the association that drinking cola makes one feel good.

The employees working in the factory are then smiling as they participate in the process of making the drink. This scene evokes emotions such as joy and friendliness, as well as the fact that Coca-Cola is produced in a place where fun and friendly people work.

This is followed by a scene in which a robot secretly adds a hidden flavor to a bottle of Coca-Cola. This moment piques the viewer's curiosity and reminds them that Coca-Cola has a secret recipe that makes it special and appealing to consumers.

In addition, the commercial uses music written specifically for this commercial. The music creates a positive mood and reminds the viewer that drinking Coca-Cola is associated with happiness.

3.3.5 Milton Models

These nonverbal techniques can create a positive image of the advertised product/service in the consumer's mind. Another approach, however, is to use special linguistic constructions to create the most generalized and ambiguous message possible, allowing the listener to fill the space created with their own content. These linguistic constructs are called the Milton Erickson model. The most complete description of Milton's model can be found in R.

Bandler and D. Grinder, Patterns of the Hypnotic Techniques of Milton H. Erickson, M.D., Vol. 2".

A meta-model is a set of verbal templates that can be used to describe an experience in greater detail and completeness, but Milton Erickson's model, on the other hand, is designed to create an "artistic ambiguity" of expression. Artistic ambiguity" of expression allows communicators to formulate phrases that sound very vague but are in fact generic enough to be used to build on what the listener is experiencing. The meta-model allows you to identify the specific information contained in any sentence, and Milton Erickson's model allows you to construct a sentence that can contain almost any specific information. The listener is required to fill this "empty space" with his own communicative inner experience (Moore, 2017).

Milton Erickson's model consists of three parts, each with several subcategories:

1) Information gathering:
- Nominalization - Here are words that appear in a sentence as objects but are not recognized perceptually, that is, concepts that cannot be touched, felt, or heard. Examples are "curiosity," "hypnosis," "learning," "knowledge," and "love," all of which cannot be "inscribed."
- Infinitives: Examples of these verbs are "to do", "to concentrate", "to decide", "to move", "to change", "to wonder", "to think", "to feel", "to know", "to experience", "to understand", "to remember", "to realize", etc.

- Indefinite reverse notation: "this," "all"," "some," and similar words. When an indefinite number of people hear these verbs, they give them their own meaning based solely on their own life experiences. «Vodafone: Welcome! Everyone Is Invited».

- Unspecified referential index: Sentences composed with these words allow the listener to apply them to their own experience and understand the expressions in their own way." - Sentences without a subordinate clause are acceptable, e.g., "I know you want to live a better life." Here it is not specified who exactly wants to live a better

life and what is meant. Again, the listener is left to fill this space with his or her own meaning.

2) Three principles of organization and semantics:

Transitive verbs in text and speech connect phenomena that are not really connected, i.e., there is no causal relationship between them. There are three types of relation, differing in the degree of connectedness between sentences. The causal model is the use of language that induces a causal relationship between the phenomena occurring and the phenomena the communicator wants to evoke, and which, using such language, induces the listener to react as if one phenomenon were actually "accompanying" another (Vaknin, 2010).

- The most optional type of connection is formed by means of linking particles, which connect phenomena that are essentially unrelated to each other.

"Hear the sound of my voice, and you can begin to relax.
Go out to breathe in and out and see what you can learn."

- Another way is to use words like "then," "when," "during," and "bye. By linking sentences with these words, we establish a causal relationship in time.

"When you sit and smile, you begin to fall into a trance."
"Swaying back and forth will make you even more relaxed."

- Finally, the most important type of linking is the use of words that actually indicate a cause-and-effect relationship. Words such as 'force,' 'cause,' 'induce,' 'demand' and 'make' are used.

«Shaking my head makes me relax even more ».

Note that with this kind of communication, the communicator starts with a phenomenon that is already happening and connects it to the phenomenon he wants to evoke. Therefore, it is effective to begin with a non-communicative link and gradually move on to the most obligatory connection

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These forms of linking statements imply or assert that the phenomenon that is occurring will lead to other phenomena, so the listener can feel a gradual transition from one experience of the moment to another.

a) Mind reading: Statements implying that the hypnotist "knows" the listener's inner mind can be an effective tool for building trust between listener and hypnotist. However, "mind-reading" should be done using generalized words. If the "mind-reader" is too obvious, he or she will lose credibility by forming statements contrary to the listener's mind.

«You may be surprised by what I am about to say. »
«Hypnosis makes you curious.»

b) Conditional statements are value statements in which the speaker does not state (omit) the reason why the phenomenon being described is evaluated in this way. Conditional statements can be an effective method of forming presuppositions (assumptions).

'It's nice to be able to relax easily.
'It doesn't matter that you are sitting deep in the chair; what matters is that you can relax easily.

3) Limitations of the speech model.

This section of the meta-model is the least important section of Milton Erickson's model. To achieve trance and other desired outcomes, the listener's scope of perception can be limited to two categories of statements.

a) Universal qualitative definitions: Universal qualitative definitions are words such as "all," "everyone," "always," "never," "no one," etc. This type of wording usually implies an overgeneralization of a concept.

"And now you can do it any way you want."

"Every thought that crosses your mind helps you go deeper and deeper into trance."

b) Modal Operators: Modal operators are words like "must," "must," "can't," "won't," etc. These statements mean that there is no choice.

"Do you notice that you cannot open your eyes?

Thus, interest in research in the field of neuro-linguistic programming among "advertising psychology" theorists is not waning, and advertising practitioners successfully use proven methods and techniques. In theoretical part, we briefly introduced the basic concepts of NLP and reviewed the most commonly used techniques, focusing on Milton's model and typical human system techniques, but, whenever possible, we did not overlook other important techniques that are frequently used in advertising. This not only clarified the theoretical aspects, but also proved that NLP techniques continue to be used in advertising.

Understanding customer behavior and increasing customer satisfaction is essential for any business to succeed in a competitive marketplace. Businesses need to know general customer insights in order to plan product development and marketing more accurately and effectively. Customer feedback can be obtained through a variety of channels. In particular, they are interested in unstructured data available as text, which can be obtained through social media, survey comments, audio recordings of customer interactions, chat transcripts, etc. Proper analysis of this data is critical because it can reveal everything from purchase trends to product deficiencies, providing significant business benefits. Identifying customer interests, product improvements, and marketing insights can greatly enhance business opportunities. This course explores various deep learning and natural language processing (NLP) techniques that can help better analyze contextual information for customer feedback (Jaser, 2011).

4. Practical Part

This practical part describes neuro-linguistic programming techniques, starting with the development of a business idea and explains the stages of developing a business idea, finding like-minded people and investors. The work also analyses the problem of fear of pitch and

its solution, comparison of the effectiveness of various NLP techniques in psychological preparation for public speaking. The problem of fear of pitch will be solved using NLP methodology adapted to our needs.

4.1 Development of business idea

NLP is a collection of psychological, verbal, and non-verbal techniques that allows to "feed" certain information into the human brain in order to change the way a person thinks and behaves. Neuro-linguistic programming is based on working with the human mind.

NLP methods and techniques are underestimated by many entrepreneurs and the potential of NLP is not widely known to specialists.

4.1.1 NLP and modern entrepreneurs

In order to examine in detail the percentage between those people who are familiar with NLP techniques and try to use them for personal and professional purposes, and those who are new to the term or have at least superficial knowledge, the survey was conducted among my social circle, including friends, classmates and even relatives over the age of 35. The results are presented in the following pie charts:

The survey asked this group of people the following questions: Do they know what neurolinguistic programming is? Do they use it on a daily basis? How often do they have trouble presenting their ideas to the public? Have there been times when your opponent's ideas were better appreciated because of the presenter's confidence?

The findings underscore the need for academic research, as a small percentage of people know what NLP is, but most have trouble presenting their business ideas.
NLP allows full control over oneself, easily getting rid of negative thoughts and influencing those around one. For example, successful negotiations, getting a positive response from investors, etc. NLP can help you look at a problem from a different angle and solve it effectively.

Figure 3 Results of the study on the level of NLP knowledge and the presence of issues on the investigated topic.
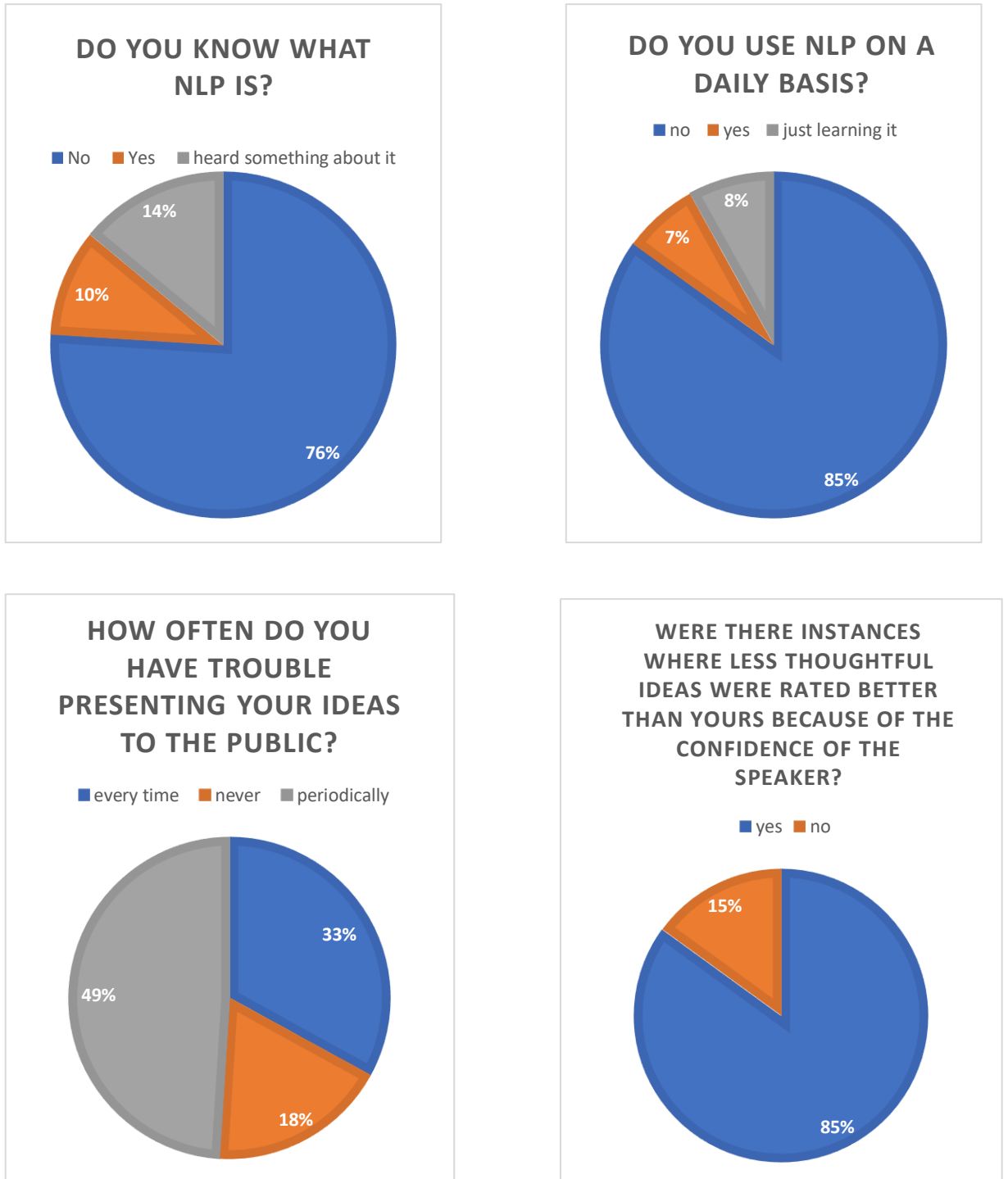
Source: Own research (2023)

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4.1.2 Fear of pitch problem solving

Developers of business ideas face many problems at every stage of their creation, which NLP techniques can help them solve. How can NLP techniques help solve the following problems?

Table 6 Stages of business idea development.

Description of the stage	Problems	NLP techniques for problem solving
Creation of an idea: It can be an innovative idea, an update or modification of an existing idea.	- Lack of ideas. - Subjective attitude to the existence of a problem and ways to solve it.	Working with the state.
Look for like-minded people and create a team. At this stage, the startup owners shares its ideas and gathers a team of people whose qualifications are necessary to start working on the project.	- Lack of understanding on the part of the future team. - Failure to discover the potential of the team. - Lack of self-presentation skills. - Fear of criticism. - Lack of self-confidence without external support.	Adaptation and imitation. Anchoring. Working with the state.
Survey. A frequent method of researching questions and	- Inappropriate set of questions.	Basic and superficial structures.

audiences at this stage is the questionnaire, which must be designed according to certain criteria.	- Lack of attention to the comfort of the interviewee. - Lack of communication skills, etc. - Subjectivity of results.	Meta-model of language.
Formulating and drafting a business plan. The developers set the goals and parameters to be achieved by the project within a certain period of time.	- Lack of consistency. - No leadership and analytical skills. - Lack of planning and clear analysis.	Strategic modeling and T.O.T.E. principles. SMART methods.
Attracting investors. Obtaining investor approval. Whether an investor will approve a project depends directly on the speaker's confidence and ability to self-presentation, which not all developers have.	- Inability to discover the potential of the project. - Lack of self-presentation and persuasion skills. - Fear of criticism. - Fear of speaking out. - Lack of attraction and retention skills. - Lack of self-confidence in speaking.	Adaptation and copying. Representation. Working with the state.

Source: Sintoris, 2019

To solve the above problems and effectively present business ideas presenters should use the theory and practice of NLP. (Sintoris,2019)

Working with states. A state is a person's sense of self in the world, a physiological phenomenon that is influenced by a person's emotions and way of thinking. It is important to note that states are usually caused by external factors that a presenter cannot seem to influence, but in fact they are created by the presenter. And one of the key features of NLP is the ability to to influence one's own states and the states of others.

A person's states and abilities have a direct impact on their ability to influence others. A developer can rehearse pitching perfectly well at home. But as soon as he goes out in public, rehearsal becomes meaningless. If you are afraid of public speaking, every time you're faced with a task or need to perform, ask yourself one overriding question that will set the pace for everything that follows: "What state of mind do I need to have to do this quickly and easily?» This technique will help you feel more confident, relaxed, and comfortable in that state of mind when presenting your ideas.

Adaptation and copying. With the help of this NLP technique representatives of business projects can build the most effective relationships with colleagues and even investors, thus greatly facilitating the process of convincing others of the success of their ideas.

One of the techniques to achieve effective interaction is copying, in which the speaker uses certain elements of the other person's behavior (voice volume, breathing depth, facial muscle tone, the same words). It is possible to adapt to more general state characteristics, such as preferred modality, energy, speed, type of motivation, etc., which is called "attachment." It is important to remember that there are "I am in charge" (sitting with back down, legs extended in front of you, hands behind head) and other "signal" postures that should be avoided when copying. This technique works well during team building and when pitching business ideas to investors. It can greatly reduce resistance to "opposition."

The T.O.T.E. model is the basic scheme of NLP strategies. All strategies are formed according to the TOTE principle.

TOTE means: Test (1)-Operation-Test (2)-Exit.
The TOTE model was proposed by Carl Pribram, George Miller and Eugene Galanter in their book «Plans and the structure of behavior»

TOTE begins with an analysis of outcome awareness: "What do we want to achieve?". It is also a values analysis: "I want to achieve what is currently important to me." Test means comparing the current state with the desired state. Achieving an outcome means reducing the difference between the current state and the desired state. Operations (actions) are what we do to reduce that difference. Operations create choices, provide information, and change

the current situation to get closer to the desired state. To find out what actions a person takes, you can ask the following questions:

«What are you doing to achieve the desired outcome?»

«What steps do you need to take?»

«What options are available to you if you cannot get an immediate result?»

«What will you do if you encounter unforeseen problems or difficulties?»

The following test shows whether the difference between your current state and your desired state has decreased as a result of the actions you have taken. Exit is completed if there is no difference between your current desired state.

Contrast TOTE. This is a technique of contrasting two situations: one in which a result has been achieved, and another in which a result has not been achieved. The first situation is seen as an effective use of TOTE, the second as an ineffective use of TOTE; by comparing and contrasting these two situations, you can reallocate resources from the second situation to the first.

It is possible to do this exercise on your own, but it will be easier with the help of a partner.

First, consider the unsatisfactory situation. What are you trying to accomplish? Write down your desired outcome - at least one, and maybe more. How will you know if you have achieved what you want? What signs do you need to look for? What feedback do you need? What actions do you need to take to get what you want? How do you perceive their actions in this situation?

Then think of a similar situation in which you got what you wanted, and it worked out. You may have dealt with the same person but think of a completely different situation with different people. Write down your answers to the above questions and then relate them to the new situation. How can resources from a good situation be used in a difficult situation? What additional goals did you set for yourself in the difficult situation that made a difference? What feedback do you need to pay attention to? How differently did you perceive what you wanted to accomplish in each situation? How can you positively change your perception of the other person? Take a step into the future.

Imagine facing a difficult situation with the same person in the future and you have the same resources that you just discovered. You now act differently. Notice how positively the situation has resolved. Mentally repeat the situation and notice the difference. Finally, analyze your reactions to the first situation. Are they helpful to your life?

Figure 4 The TOTE Model – Test, Operate, Test, Exit
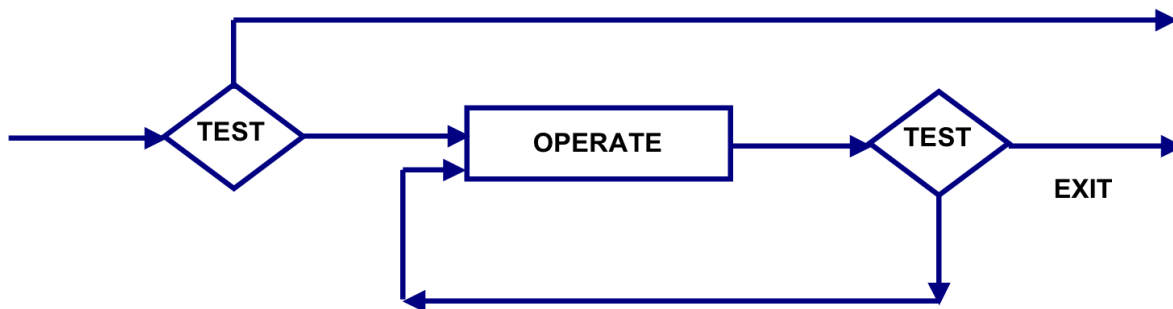
Source: Smith, 2014

Deep and superficial structures. The deep structure is the full inner experience of what the presenter is trying to convey to the other person. Most of it is not conscious, because one half is at levels that precede the words, and the other half is beyond what the presenter can describe with words. The superficial structure is those words, phrasing, and utterances with which a person tries to express what is at deeper levels. It arises when the storyteller sets out to represent, represent and explain our experience in some way.

During the transition from deep to superficial structures, a person, mostly unconsciously, carries out two modeling processes:

Omissions. Examples of omissions include incomplete comparisons, no reference point (no specific object), and indefinite verbs or statements. Examples of omissions include "scary," "was better," "obviously not," "doesn't matter," etc. Specific open-ended questions should be asked to clarify or elicit information. These include "What are you afraid of?", "How was it better?", "What is the basis for your conclusion that it was better?", and "What doesn't matter to you?".

Distortion. An example of distortion is linguistic distortion, where a person draws conclusions about the meaning of the entire experience from outward appearances: "There are a lot of projects like this, so it will be successful." To find out the truth, questions should be asked: "Do you think that only a project that has no competitors can be successful? Does having competitors guarantee the failure of the business idea?" Knowing the above modeling will help in building a correct dialogue with the audience during the survey to get accurate answers and build the right development strategy and in defending your project to investors.

Representation is the process of representing and expressing certain experiences (thoughts, ideas, etc.). The human brain, receiving information from the senses, encodes it and represents it in the form of corresponding data (sensations, emotions). Thus, all experience is formed by the following sensations (modalities): visual, auditory, gustatory, olfactory and tactile. These modalities are called representational systems in NLP.

Types of representational systems:
- Visual. Based on the perception of visual images. It is through images and pictures, visuals accumulate experience, and when only speech/sounds are perceived, they become bored.
- Auditory. Based on the perception of sounds. When communicating with such people, it is necessary to organize their speech correctly and accurately.
- Kinesthetic. Based on the olfactory-tactile channel of information transfer.
- Discrete. Based on subjective-logical perception and comprehension. Information received by digitals is reflected in all the above systems.

In addition to the above, there are also olfactory and gustatory systems. But they are not very common, and people possessing them are quite rare. When finding and training team members as well as working directly with them, and when presenting one's designs to investors, NLP will allow one to gain understanding and investment in the project through a dialogue built "in the language of the interlocutor."

4.2 Methods of psychological preparation for public speaking and methods for assessing their effectiveness

The main task that needs to be addressed in psychological preparation for public speaking is overcoming anxiety. In accordance with the traditions of psychotherapy and psychological counseling, goals and objectives should be formulated in terms of motivation for achievement, rather than motivation for avoidance.

The essence of NLP (Neuro-Linguistic Programming) is in modeling experience. To solve the task set in the study, it was necessary to turn to techniques for modeling psychological states. There are quite a few such techniques. One basis for classifying techniques can be the above-described concept of representational systems, which includes visual, auditory, kinesthetic and discrete systems. The leading representational system of a person is the one to which he or she refers more often and which is more meaningful to him or her. Most people have a visual or kinesthetic system as their top representative system. Visual NLP techniques use visual images to control the psychological state, and kinesthetic techniques use bodily sensations.

4.2.1 Visual and kinesthetic techniques

To solve this problem, a study was conducted in which two participants were instructed to learn different techniques: the first was a visual one, and the second was a kinesthetic one. After demonstrating and practicing the techniques, the participants were given the task of practicing the learned technique for a week, forming a state of calmness and confidence in the success of the upcoming performance. Before the second performance, each participant used the preparation technique he or she had mastered. Various techniques were used to assess the psychological state of the participants. Before and after the two-minute presentation, a diagnostic technique was used to quickly assess well-being, activity, and mood, as well as a self-assessment scale to assess confidence in one's presentation. Signs of posture, gestures, facial expressions, eye contact, paralinguistic and extralinguistic systems were used to determine the psychological state of the participants during the presentation and were assessed on a seven-point scale. Each characteristic corresponded to one to seven

points, where the maximum expression corresponded to seven points and the minimum to one point.

After the NLP technique training, the psychological state of the participants was assessed twice, before and after the performance. Participants had their psychological state assessed before, during and after the two-minute performance, after which they were told that they would have to prepare for a second performance in a week. After the second performance, the psychological state of the participants was reassessed. According to the statistical analysis using the Student's t-test, no significant differences were found between the psychological states of the performers during their first and second performances. After the presentation, confidence in the performance increased from 4.8 to 5.7 points.

During the speech, participants were found to have a tense and anxious psychological state, which was manifested in an uncertain posture, gestures of nervousness, nervousness in facial expression, intermittent eye contact with the audience, inappropriate pauses, hesitation and retelling of sounds, and uncertain intonation. Students' well-being, activity, and mood changed after two public performances. The statistical significance of these changes was assessed using the Student's t-test for dependent samples.

Table 7 Comparison of the well-being, activity, and mood of students before and after a public presentation

Health activity mood	Before public speaking	After public speaking	Level of statistical significance of differences
Well-being	5,08	5,02	0,03
Activity	4,58	4,57	0,65
Mood	5,25	5,22	0,03

Source: Own research, (2023)

As can be seen from the table, well-being and mood significantly decreased, while activity remained unchanged. Next, using Student's T-criterion for dependent samples, changes in the subjects' condition were evaluated after using NLP techniques for psychological preparation for public speaking. The results are presented in Table 8.

According to data obtained from research, the use of NLP techniques for psychological preparation for public speaking increases confidence in the success of the performance before it begins.

Table 8 The psychological state of speakers before and after using NLP techniques for public speaking preparation.

Well-being	Before the use of NLP techniques	After the use of NLP techniques	Level of statistical significance of differences
Confidence in the success of the performance before it takes place	4,80	5,23	0,02
Openness of posture	2,51	2,72	0,01
Confidence of posture	1,98	2,13	0,01
Confidence of gestures	1,20	1,35	0,04
Nervous gestures	2,30	2,78	0,00
Confidence of facial expressions	2,03	2,27	0,01
Eye contact	2,24	2,52	0,01
Evenness of speech pace	2,19	2,38	0,01
Confidence of voice	2,20	2,44	0,01
Speech hesitations	2,77	2,95	0,03
Well-being after the public performance	5,02	5,60	0,00
Activity after the public performance	4,57	4,79	0,09
Mood after the public performance	5,22	5,89	0,00
Confidence in the success of the performance after it takes place	5,68	5,80	0,44

Source: Own research 2023

Additionally, there is a noticeable decrease in the number of nervous gestures and speech impediments, improvement in the evenness of speech, reduction in the intensity of nervous gestures, as well as an improvement in mood and well-being after the performance. Furthermore, eye contact with the audience during the performance improves, and posture becomes more open. At the final stage of the study, it was necessary to evaluate the statistical significance of differences between the subjects who used visual NLP techniques to prepare for public speaking and those who used kinesthetic NLP techniques.

Table 9 The psychological state of speakers before and after using visual and kinesthetic NLP techniques for public speaking preparation

Well-being	Visual NLP technique	Kinesthetic NLP technique	Level of statistical significance of differences
Confidence in the success of the performance before it takes place	5,00	5,45	0,08
Openness of posture	2,97	2,47	0,03
Confidence of posture	2,10	2,17	0,76
Confidence of gestures	1,37	1,33	0,79
Nervous gestures	2,47	3,10	0,02
Confidence of facial expressions	2,47	2,07	0,06
Eye contact	2,80	2,23	0,01
Evenness of speech pace	2,33	2,43	0,63
Confidence of voice	2,48	2,40	0,58
Speech hesitations	3,10	2,80	0,33
Well-being after the public performance	5,90	5,30	0,01
Activity after the public performance	5,02	4,56	0,06
Mood after the public performance	5,64	6,14	0,05
Confidence in the success of the performance after it takes place	6,03	5,57	0,09

Source: Own research, 2023

The results of the comparison, conducted using the independent samples t-test, are presented in Table 9. The comparative analysis showed that when using visual NLP techniques to prepare for public speaking, the posture becomes more open, eye contact with the audience improves, and the subject's overall mood improves after the performance. On the other hand,

when using kinesthetic techniques, the number of nervous gestures decreases and the subject's mood improves after the public speaking engagement.

5. Results and Discussion

The main result of the research was the evidence of the possibility of improving the condition of those involved in psychological preparation for public speaking using NLP techniques, as well as the differentiated effect of various preparation techniques on the psychological state of the speakers. The initial diagnosis showed that the prepared two-minute speech had a negative impact on the speakers, and observations revealed numerous signs of nervousness during the speech. These results confirmed the importance of psychological preparation for public speaking. After a week of using NLP techniques for psychological preparation, there was a significant increase in confidence in the success of the speech before its delivery, which was reflected in body posture, gestures, facial expressions, voice, and speech. Speakers made progress in overcoming nervousness and maintaining a state of calmness, which was reflected in their non-verbal communication, such as intensified eye contact and a more open posture. Improvement in well-being and mood after the speech could be a result of a more calm state during the speech.

The main goal of the research was a comparative analysis of the effectiveness of visual and kinesthetic NLP techniques in psychological preparation for public speaking. The study found that the use of kinesthetic technique led to a reduction in nervous gestures and an improvement in mood after the speech, while the use of visual technique led to a more open posture and better eye contact with the audience. It was also found that the participants who used kinesthetic technique were more attentive to their body signals and emotions, which led to better emotional control and mood improvement. However, the unexpected result was that the overall well-being after the speech was improved to a greater extent in the group that used visual technique than in the group that used kinesthetic technique.

6. Conclusion

During our work, our goal was to investigate the specificity of using Neuro-Linguistic Programming (NLP) techniques in viral advertising. To achieve this, the following tasks were set and progressively solved:

1. To study the existing theory and techniques of NLP (for this purpose, works by NLP and advertising psychology theorists and practitioners, as well as articles, were studied).
2. To study the spectrum of advertising communications that use NLP techniques (examples of NLP usage in advertising were found by searching for corresponding techniques in advertising samples and books).
3. To study and investigate the specifics of using NLP methods in marketing and business in general, and find corresponding examples (for this purpose, techniques used in marketing were studied, and relevant examples were found for illustration purposes).
4. To analyse viral videos for the presence of NLP techniques and make interim conclusions regarding the techniques used for Internet promotion (analysis of videos involved the author independently identifying the presence of certain techniques in the selected viral videos).

Based on the results of the study, the following conclusions can be drawn: The use of NLP techniques for public speaking preparation during one week improves the psychological state of the speakers. As a result of using NLP techniques, the speakers' confidence in the success of their presentation increases before its delivery, nonverbal communication becomes more confident, and their well-being and mood improve after the public speech. The use of visual and kinesthetic NLP techniques for psychological preparation for public speaking leads to different results: visual NLP techniques have a positive impact on open body posture and the speaker's well-being, as well as eye contact with the audience; kinesthetic NLP techniques have a positive impact on the speaker's mood and reduce manifestations of nervousness.

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