

# Press Release

## *For immediate release*

***“How to Make a Good Mind Great must be the best NLP book I have ever read!”***

**- Paul Jacobs, NLP Master Coach and Trainer**

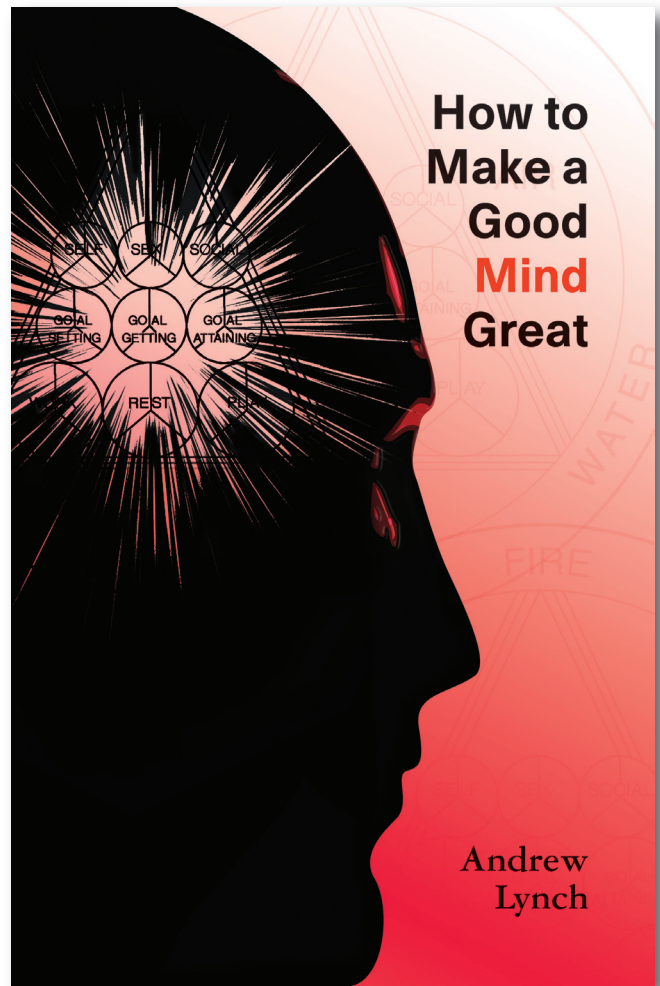
Neuro-linguistic programming (NLP) has enabled people to achieve their goals since the 1970s. Now, for the first time, the biggest findings of NLP research have been drawn together into one easy-to-use model.

*How to Make a Good Mind Great* gives you all you'll ever need to be in the right frame of mind, at the right time, to achieve your ambitions. This book will enable you to:

- Achieve a consistently high standard to attain your objectives
- Access all the resources you need to succeed
- Maintain the right frame of mind to get what you want in every situation
- Create a compelling future to achieve more and more
- Bring the success you desire to every part of your life

*How to Make a Good Mind Great* is a step-by-step framework for achieving success and opening the door to a world of opportunity. It is an essential guide to controlling your own mind and achieving your goals.

The author, Master Mind Coach Andrew Lynch, is the creator of MindFrame Patterns©, enabling people to be in the right frame of mind in every situation. He has developed tools and techniques used to coach gold medal winning Olympic athletes, and has brought his years of experience to the business world. Lynch has now created the VALUES Coaching Model©, which studies the values, beliefs and behaviours of individuals in order to maximise their contribution to organisations.



*How to Make a Good Mind Great* presents the key stepping stones to success through exploring:

- Values, beliefs and behaviours
- Unconscious thought processes
- Motivational strategies
- Internal representations
- Inspirational resources
- Perceptual positions
- Modelling successful people

This book is a goal-driven guide to achievement, and will take you on a revelatory journey to make your good mind great. It moves beyond inspiration into the realms of self-transformation, and is a rare and valuable exposition on the meaning of life – your life!

***“Many of the skills within this book are precisely those I wish I had learned 16 years ago... This approach of not needing to have a ‘pathology’ in order to learn such things is healthy – education of oneself is much kinder and easier than rehabilitation.”***

**- Martin Shervington Co-author, *Peak Performance Through NLP***

*\*End of Release\**

***How to Make a Good Mind Great • by Andrew Lynch • ISBN: 978-1-905217-64-9 • Paperback, 229 x 152 mm, 236pp • Price: £12.99***

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