

NLP Modeling Profile

Tony Robbins

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45+ years modeling excellence in human performance, influence, and transformation. Ability to create massive state changes in audiences of 10,000+. Trained by Jim Rohn and NLP co-founders. Has coached presidents, CEOs, and world-class athletes.

8 beliefs • 6 values • 3 strategies • 10 identity statements • 20 tasks

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Beliefs

“The past does not equal the future”

Core reframe — your history is not your destiny. Past performance predicts nothing if you change the pattern.

“Where focus goes, energy flows”

Foundational belief about the reticular activating system. Whatever you focus on expands in your perception and your results.

“Resources aren’t the problem — resourcefulness is”

It’s never about lacking money or time. It’s about lacking creativity or resolve. The ultimate resource is human emotion.

“Decisions shape destiny”

Three decisions every moment: what to focus on, what things mean, what to do. Master these and you master your life.

“Trade expectations for appreciation”

Suffering = gap between expectations and reality. Gratitude eliminates it. The antidote to suffering is not getting what you want — it’s appreciating what you have.

“Success leaves clues”

Excellence follows patterns that can be modeled and replicated. Find someone who has what you want and do what they do.

“Emotion is created by motion”

You can change your state instantly by changing your physiology. Body leads mind. Motion creates emotion.

“Life happens for you, not to you”

Reframe from victim to student. Every experience is a gift. The quality of your life is the quality of your questions.

Values Hierarchy

1. Contribution / Impact

Feeding 100M+ people annually. “The secret to living is giving.” Scale of impact is the ultimate measure of a life well lived.

2. Growth

“If you’re not growing, you’re dying.” Constant learning and evolution. Stagnation is the enemy.

3. Love / Connection

Deeply emotional in interventions. Leads with heart. Genuine care for the people he works with drives everything.

4. Certainty / Standards

“Raise your standards and your life will change.” The difference between where you are and where you want to be is your standards.

5. Variety / Adventure

Diverse business portfolio, global travel, constant new experiences. Comfort zones are where dreams go to die.

6. Significance / Legacy

Building systems that outlast him. Feeding programs, research institute. Legacy is not what you leave behind — it’s what you give forward.

Strategies

State Change (Triad)

1. Change PHYSIOLOGY first — move your body radically
2. Change FOCUS — ask a better question
3. Change LANGUAGE — shift the words you use

Priming / Morning Ritual

1. 3 sets of 30 Kapalabhati breaths (power breathing)
2. 3 minutes of gratitude — feel 3 specific moments
3. 3 minutes of blessing/connection — send love to people
4. 3 minutes of ‘Three to Thrive’ — 3 outcomes, visualized as done

Modeling Strategy

1. Find the best in the world at the skill you want
2. Study their belief system
3. Elicit their mental strategy (V/A/K/Ad)
4. Model their physiology
5. Compress decades into days
6. Take immediate action and refine through feedback

Physiology & Presence

Expansive posture

Stands tall, chest out, arms wide. Takes up maximum space. Power poses are default — not performance, but baseline.

Dynamic movement

Constantly in motion — running, jumping, clapping. Uses motion to generate peak states for 12+ hours on stage.

Booming vocal projection

Projects from diaphragm. Whispers for intimacy, roars for state breaks. Full dynamic range deployed intentionally.

Intense eye contact

Locks eyes with individuals in crowds of thousands. Creates personal connection at scale.

Cold exposure

Daily cold plunge. Uses cold to reset nervous system and build resilience. Environmental challenge as mental training.

State Management

Priming (10 min daily)

Non-negotiable morning ritual: breathwork + gratitude + visualization. Sets the emotional baseline for the entire day.

Incantations (not affirmations)

Full BODY engagement — not just words but physiology + emotion + conviction. Affirmations are passive; incantations are active.

Pattern interrupts

Immediately changes physiology when catching a disempowering state. Never allows a negative state to persist unchallenged.

Environmental design

Controls environment meticulously — music, lighting, temperature, who he's around. Your environment shapes your state before you think.

Language Patterns

Presuppositions

"When you make this change..." — presupposes change is happening. The frame is set before the content is delivered.

Embedded commands

"You can FEEL CERTAIN about this NOW" — tonality marks the command. The conscious mind hears context; the unconscious hears instruction.

Identity-level reframes

"You're not a smoker trying to quit. You're a non-smoker." Change the identity and the behavior follows automatically.

Contrast frames

"Most people... but YOU..." — separates listener from the masses. Creates a sense of distinction and possibility.

Story loops

Opens multiple stories, nests them, closes strategically. Creates suspended engagement that bypasses critical thinking.

Identity Statements

- I am a force for good
- I am the most passionate person in the room
- I am relentless
- I am a leader who serves
- I am a student first, teacher second
- I am hunger — I never stop growing
- I am certainty — when I commit, it's done
- I am love — I lead with my heart
- I am not my circumstances — I am my decisions
- I am the person who does whatever it takes

Tasking

DAILY PRACTICES

- 10-min Priming: 3x30 breaths + 3 min gratitude + 3 min blessing + 3 min Three to Thrive
- Incantations with full physiology — state the words with your whole body, not just your mind
- Morning Power Questions: What am I grateful for? What am I excited about? What am I committed to?
- Cold exposure: 2+ min cold shower or plunge to reset the nervous system
- 30 min intense STATE-building movement — not exercise, state creation
- One act of contribution without expecting anything back

WEEKLY PRACTICES

- Deep study session — extract one new TR pattern to practice this week
- Apply influence patterns consciously in one conversation (presuppositions, embedded commands, contrast frames)
- Review values hierarchy — where is there incongruence between stated values and lived behavior?
- Schedule one thing that scares you — growth lives at the edge of comfort

MONTHLY PRACTICES

- Watch a full TR seminar recording — immerse in patterns for a full session
- Write out current beliefs — identify any limiting ones and create empowering replacements
- Model someone new — study one person in depth for a week: beliefs, strategies, physiology
- Contribution project: serve others at scale in a way that costs you something real

ONE-TIME ACTIONS

- Attend Unleash the Power Within (UPW) live — experience the state change environment in person
- Attend Date with Destiny — deep values and identity work over 6 days

- Read *Awaken the Giant Within* — annotate beliefs, values, and strategies throughout
- Watch “I Am Not Your Guru” — study live intervention patterns and state change in action
- Create your own Priming ritual — personalized breathwork + gratitude + vision sequence
- Write your own “I am...” identity list — 10 statements that define who you are becoming