

How Your Brain Codes a Feeling

NLP Mastery House

What this is for

The intensity of a feeling isn't the memory — it's how you've pictured it: how close, how bright, how loud. Map that, and you can change it.

Map the exact sensory qualities — the submodalities — that give a memory its emotional charge.

Before you start

One memory that still carries a noticeable charge — mild is fine, you don't need the biggest one.

- A specific memory, not a general mood — one moment, one scene.
- 10 minutes, somewhere you won't be interrupted mid-thought

The exercise

Answer each question with the first image or sound that comes, not the "correct" one.

1. Bring the memory to mind and notice the picture: close or far away, big or small, colour or black-and-white, still or moving.
2. Notice where it sits — in front of you, to a side, high or low — and whether you're seeing it through your own eyes or watching yourself in it.
3. Notice the sound: is there a voice, whose, how loud, how fast? Or is it silent?
4. Write down the three qualities that felt strongest — the ones that, if changed, feel like they'd change the feeling too.

Your notes

Jot whatever surfaces — full sentences not required.



What you noticed

Which single quality — distance, size, or sound — carried the most charge?

Your one next action

Small enough that it actually happens. Before we next meet.
