

Anchor Calm Before a Sales Call

Use it: before a sales call, a pitch, a hard conversation.

The steps

- 1 Pick ONE state (steady and curious). Not three.
- 2 Recall a vivid time you had it. Be in your own eyes: see, hear, feel it.
- 3 At the peak, squeeze thumb and middle finger together. Hold 5 seconds, release as it fades.
- 4 Break state: say today's date backwards, shake your hands out.
- 5 Test: squeeze. Notice breath, shoulders, voice. If weak, redo the memory, bigger.
- 6 Stack 2 more memories on the same squeeze.
- 7 Fire it before the call, before the price, after an objection.

Script. 'I'm going back to a time I felt completely steady and curious. I see what I saw. I hear what I heard. I feel it growing... now. [squeeze] And release.'

Common mistakes

- Memory seen from outside (watching yourself). Step back INTO your own eyes.
- Firing the trigger after the peak. Fire on the way UP, hold at the top.
- Using a trigger you do all day (touching your face). Make it unique.

5-MINUTE DRILL. Build one anchor on your commute. Test it 3 times before bed. Fire it once before your first call tomorrow.

Calm is half of holding attention. The other half is in the words you choose. Next: Tue 20 Oct 2026, "NLP: Word Patterns That Hold a Room for an Hour".