

The NLP Swish Pattern

Rewiring automatic responses at the subconscious level

The Swish Pattern rewires an automatic negative response by replacing the image that cues it with one that cues a resourceful state instead. It works at a level below conscious thought.

— WHEN TO USE IT

Best for automatic behaviours triggered by specific cues — reaching for food when stressed, checking your phone when anxious, habitual self-critical responses. Not for complex trauma — use it for automatic patterns.

— THE PROCESS

Step 1 — Identify the Cue Image

What internal image cues the unwanted response? This is always the image just BEFORE the behaviour. Make it vivid and associated (as if you're inside it). Feel the pull. Then shake it off.

Step 2 — Create the Outcome Image

Imagine a version of yourself who has fully resolved this pattern — confident, free, how you want to be. See this version from the outside. Make the image compelling and desirable.

Step 3 — The Swish

Start with the Cue Image: big, bright, close, vivid. In the bottom corner, place a small, dark version of your Outcome Image.

Now SWISH — rapidly: Cue Image shrinks, dims, shoots away into the distance. Outcome Image grows, brightens, rushes forward to fill your entire inner screen.

Say 'SWISH' aloud as you do it. Clear your mind completely (open your eyes, think of something neutral).

Step 4 — Repeat

Repeat 5–7 times, quickly. Each repetition builds the neural pathway. Speed matters.

Step 5 — Test

Try to hold the original Cue Image. What happens? Most people find it either won't stay vivid, automatically flips to the Outcome Image, or no longer has the same charge.



Do no harm. Take no shit.

The NLP Swish Pattern

Rewiring automatic responses at the subconscious level

A NOTE

If it doesn't seem to work, check that your Cue Image is the right one (just before the behaviour, not during) and that your Outcome Image is genuinely compelling. The technique depends on contrast and movement.