



Become a Fully Licenced Practitioner with NLP4Kids

NLP4Kids Support – The Business in a Box That Get Results!

Marketing Tools:

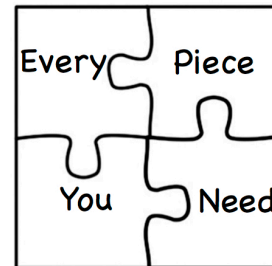
- Your own NLP4Kids email address.
- NLP4Kids Flyers.
- Business cards – we provide the 1st batch and preferential rates on further orders.
- Brochures - we provide the 1st batch and preferential rates on further orders.
- Polo shirts - we provide 1 and preferential rates on further orders.
- Details of our suppliers for branded pens, stickers etc
- Branded NLP4Kids Playbooks available for download and printing ready for your workshops.
- Parents guidance notes.
- Webinars, recordings and videos.

Letters

- Headed paper
- Invoice templates
- Sales letters for schools

Use of Our Images

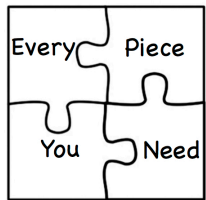
- NLP4Kids logo
- NLP4Teens logo
- NLP4Students logo
- NLP4Parents logo (if you have attended this training)
- NLP4Teachers logo (if you have attended this training)
- Hypnotherapy4Kids logo (if you have attended this training)



Marketing Advice:



- Top Tips To Make Your Website Look Lovely & Get More Clients – This has some steps for you to implement after we have designed your website.
- How to Significantly Improve Your Chances of Becoming a Therapist with Too Many Clients – This is a “To Do” list for you.
- Creating Adverts and Posters – NLP4Kids templates for you to use.
- Phone Scripts - How to convert your enquiries into paying clients.
- How to Write Great Articles – A guide on how to write a fantastic article for self promotion.
- A themed article, 28 social media posts, a letter and a poster provided for you to use in your marketing **every single month.**



Extra Resources and Assistance:

- The opportunity to **coach** on the future NLP4Kids training courses and meet the new additions to the team.
- **Free unlimited retraining.**
- Advise on where to get **first aid training** and **child protection training**.
- **Professional liability insurance and Data Protection** paid by us.
- **DBS check** every 3 years **paid for by us**.
- Access to our **support network** – the web designers we use and our **website optimization specialists**.
- Ongoing **support** from the rest of the team on our **forum** so you can always ask others if you are having challenges. The continual professional development of a like-minded team ensures that you are making your business work.
- An invitation to attend a **live webinar every month** where we will discuss new **marketing strategies, therapeutic challenges** and get some **CPD!**
- Great customer service from the NLP4Kids HQ -There is someone at the end of the **phone** or an **email** away should you need some **help** or **assistance**.
- Potential clients will also have access to your details via our mini websites such as www.NLP4Students.org and www.Hypnotherapy4Kids.org
- Your profile on www.NLP4Kids.org
- Promotion of your profile page to online web-directories
- **Publication of your work** – if you write articles related to your work with children we'll publish them on our website with a resource link back to your profile page.
- **Promotion of your work** – we'll also send your article out to all of the NLP4Kids related social media including Facebook, Twitter and Linked in.
- **Promotion of your events** – if you have a workshop coming up, just let us know. We'll include the details in the **NLP4Kids newsletter**, which is sent out to over **10,000 subscribers**.
- **Customer management system** set up with a branded NLP4Kids template for creating and emailing your very own database that we will help you to build.
- Management of your enquiries & bookings.**
- We will contact **100 schools** on your behalf to kick-start your business growth.

**There is a 10% charge for session number 1 / initial contracts arranged ONLY.





People Building Member Club – Life Time Free Access for Ongoing CPD

- **A Podcast to Download**

Every month you will be able to access this members only audio which will cover a specific topic.

- **A Hypnosis Audio Download**

Currently available to purchase from People Building and iTunes for £7.99

- **A Hypnosis Script** (and the same script dissected so you can see how it works and why.)

- **NLP Uncovered**

Every month we'll take something from NLP and explain what it is, why it works and how to use it.

Plus You'll Also Have Access to:

- **An Invite Every Month to Our Members Webinar** – where you will hear great speakers from the world of NLP and Hypnotherapy.

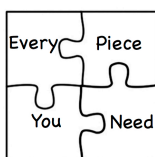
- **A Video Podcast Every Month**

Each month I record a video bringing you stories and new or exciting news from the world of self development.

- **Access to the Members Forum**

As a member of People Building you will have access to our forum from where you can communicate with other members in the forum.

Your own NLP4Kids themed website:



This is personal to you! Created from start to finish for you so that you do not have to do any of the hard work! (Except tell us about yourself).

- NLP4Kids branded.
- Your own NLP4Kids email address.
- We will help you to write your content.
- Supply images for you to use, royalty free.
- Includes a fully integrated blog.
- Built in data capture facilities.
- A critique of the site content in a customised training video



This website is valued at £2500.00



PLUS: Unlimited one to one Business Mentoring

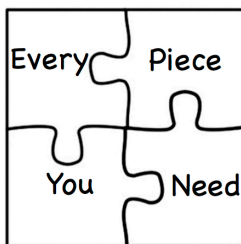
Starting from a private therapy practice 11 years ago we've spent a great deal of time, effort and money learning what works and what doesn't in the therapy and coaching business. This has allowed us to tweak and perfect the NLP4Kids marketing strategies so that we now have clear systems to share with you.

Initial 12 weekly *proactive* sessions (listed below), followed by monthly *reactive* sessions.

- Website interview and content generation/review
- Making the most of your niche
- Creating workshops and programmes
- Setting up social media – Facebook PAGE, Twitter, Google+ and Linked in
- Writing articles, using the articles of others & following an SEO strategy
- Strategies for getting schools/companies to pay for your work
- Networking for 1:1's
- Utilising local media for promotion
- Using Linked-in to build a database
- Sending out newsletters, using Mail Chimp and setting up digital and non-digital joint ventures
- Getting back-links to your website and using business listings
- Using YouTube – making your own videos and using the video's of others.
- Using Google Adwords

During your one to one personal mentoring, we will:

- Work with you to establish your current needs and formulate an action plan of goals for you to achieve.
- Reveal how Gemma went from a sole trader, with a full time job and a part time therapy practice to quitting her job - and how you can do the same.
- Tell you how to gain "expert status" by using products to elevate you profile..
- Hold you accountable to achieve specific steps between our sessions together.
- Show you how to avoid doing everything yourself and outsource many tasks.
- Help you overcome any limiting beliefs that prevent you from sharing your amazing skills with the world.



To become a full licensee you must:

- Be **highly motivated** to **achieve**
- Be **prepared** to take **massive action**
- Be able to **listen** and **follow** the **steps we give you**

During your training we will be evaluating each individual in the group and will invite you to complete an application form and then attend an informal interview. Those who are successful in their application will have the opportunity to join the NLP4Kids team as a licenced practitioner.

Total franchise cost £8400

(you do not have to do all 3 levels of training to be licenced – but we'd love it if you did!)

Monthly License fee £300 (minimum term 3 years)

