



# The Lighter Licence

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

### Marketing Tools:

- Your own NLP4Kids email address.
- NLP4Kids Flyers.
- Business cards at a discounted price.
- Brochures at a discounted price.
- Polo shirts at a discounted price.
- Details of our suppliers for branded pens, stickers etc
- The NLP4Kids Playbooks available for download and printing ready for your workshops.
- Parents guidance notes.
- Webinar recordings and videos.



### Letters

- Headed paper
- Invoice templates
- Sales letters for schools

### Use of Our Images

- NLP4Kids logo
- NLP4Teens logo
- NLP4Students logo
- NLP4Parents logo
- NLP4Teachers logo
- Hypnotherapy4Kids logo



### Marketing Advice:

- 15 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 and refresh your skills – **for free**.
- Advise on where to get **first aid training** and **child protection training**.
- **Discounted liability insurance**.
- Your initial DBS check
- 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 an **email** away or help via the forum 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](http://www.NLP4Students.org) and [www.Hypnotherapy4Kids.org](http://www.Hypnotherapy4Kids.org)
- Your profile on [www.NLP4Kids.org](http://www.NLP4Kids.org)
- **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 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**.
- Management of your enquiries & bookings.\*\*

\*\*There is a 35% 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!

- NLP4Kids branded.
- Your own NLP4Kids email address.
- Documents to help you to write your content.
- Supply images for you to use, royalty free.
- Includes a fully integrated blog.
- Built in data capture facilities.
- Fully accessible so that you can edit and build it yourself.
- A training video to demonstrate how to use the site.



**This website is valued at £2500.00**



### **This Licence DOES NOT Include:**

- A mail-out to 100 schools to kick-start your business
- Mentoring
- Annual Insurance
- Annual Data Protection
- Preferential rates for materials
- Promotion of your profile page to online web-directories
- Promotion of your work to our database
- Website set up for you (you still receive a website and video guidance provided so that you can add in your content yourself)
- A website critique
- Free ongoing DBS checks (you will need to renew this every 3 years)
- Customer management system set up, email templates or database building support



### **You can UPGRADE to the Full Licence *at anytime* to enjoy these advantages or you can get what you need, when you need it, on a Pay As You Go basis.**

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 licensed 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 £120 (minimum term 5 years)