



**Silver Level: 3 days NLP4Kids practitioner training PLUS an intensive training day learning the marketing strategies you need to accelerate your coaching business.**

### **3 Days World Class NLP4Kids Practitioner Training**

- Techniques for gaining rapport with children
- Working with assistants
- Setting ground rules for workshops
- How to introduce the workshops to children
- Delivering a workshop and how to teach the techniques
- Health and safety and risk assessment
- Child protection
- Common problems with parents and how to solve them
- Common problems with children and how to solve them
- Responding to a one to one enquiry
- How to deliver one to ones using NLP4Kids techniques
- Consultations
- Evaluations
- Testimonials and how to get them
- Who to speak to in schools
- How to build relationships with schools

### **Expert Business Know How & Customized Marketing Skills Intensive Training Day.**

- Getting the attention of your desired clients
- Turning enquiries into paying clients - what to say to them and how to say it.
- Promoting your workshops
- Testimonials and how to get them and why you MUST!
- Who to speak to in schools
- How to build relationships with schools
- Practice set up – the logistics of running your office properly
- Using branding
- Marketing methods – what works, what doesn't
- Making websites work as a marketing tool
- How to improve your website ranking with SEO
- Using Google and how to avoid getting stung!
- Why you need to niche your business
- Design and production of products
- Becoming an authority and celebrity in your field



## **NLP4Kids Resources and Customized Marketing Tools**

- **A manual with everything from NLP4Kids techniques to risk assessments and child protection advice**
- **17 DVD set of the NLP4Kids practitioner training**
- **7 DVD set of NLP4Kids workshop contents**
- **DVD of a one to one session**
- **Audio CD**