



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
- 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 (if you have attended this training)
- NLP4Teachers logo (if you have attended this training)
- Hypnotherapy4Kids logo (if you have attended this training)

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.
- **Free unlimited retraining.**
- Advise on where to get **first aid training** and **child protection training.**
- **Professional liability insurance and Data Protection paid for 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 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** and **www.Hypnotherapy4Kids.org**
- Your profile on **www.NLP4Kids.org**
- Promotion of your profit 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 LinkedIn
- **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 10% charge for session number 1 / initial contracts arranged ONLY.



Key worker:

A 'key worker' at the NLP4Kids head office who will be your designated point of contact. Your key worker will ensure that your important documents are up to date, they will handle your school marketing and build relationships with other organisations for you to promote yourself to, offer you business guidance and ideas, update you about new innovations and opportunities that are available to you and ensure you are promoting yourself successfully to increase your 1:1 session bookings.

All of our key workers are also level 2 safeguarding trained and can support you with any safeguarding enquiries.

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 and LinkedIn
- Writing articles, using the articles of others & following on SEO strategy
- Strategies for getting schools/companies to pay for your work
- Networking for 1:1's
- Utilising local media for promotion
- Using LinkedIn 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 videos 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 working as a therapist full time - and how you can do the same
- Tell you how to gain 'expert status' by using products to elevate your profile
- Hold you accountable to achieve specific steps between our sessions together
- Show you how to avoid doing everything yourself and how to outsource many tasks
- Help you overcome any limiting beliefs that prevent you from sharing your amazing skills with the world!



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

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 that 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 licensed practitioner.

Step 1: Complete your NLP4Kids Silver, Gold or Platinum level training.
(You do not have to do all 3 levels of training to be licenced - but we'd love it if you did!)

Step 2: Choose the licence level that you would like.

For this licence the monthly fee is £330 (minimum term 3 years)