

Revealed: The 16 Must Know Questions You Really Need To Ask Before Booking An NLP Course...

The Consumer's Guide In How To Choose The Right NLP Practitioner Course For You

This is an educational report provided by Jonathan Clark. Committed to making sure self-improvement enthusiasts get the course they hope for.

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Consumer Awareness Guide By Jonathan Clark

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Who is Jonathan Clark?



There are numerous active NLP Practitioners, Master Practitioners, NLP Trainers, Life Coaches, Speakers and Firewalk Leaders in the UK that all have one thing in common – Jonathan trained them.

I want you to get the right course for you,
by knowing what to look for first.

Now he firmly believes that the mark of a good Trainer and Coach are the results his clients get - it's never about how good the Trainer is, it's all about the success of the students. However, people do like to know a bit more about Jonathan's background, so here it is:

Jonathan is the author of the breakthrough book "Ignite & Unshackle The Latent Power Of You". He has given public talks and private consultations for the best part of 17 years. He has taught these skills in household-name kind of companies and is often asked to come and do seminars and trainings for household-name firms. He still has a full therapy practice in Glasgow and a full life-coaching practice, as well. He's been interviewed on local radio-stations. He's worked has been featured by BBC Scotland, by the channel STV2, in the Sunday Post, Sunday Mail and the Glasgow Herald.

The Anthony Robbins YES Group in Glasgow was originally launched and run by Jonathan way back in 1995.

Jonathan is the Founder & Developer of HGE. He's also a Certified NLP Trainer trained by Tad James and David Shephard, and has been using NLP for 17 years. **The bulk of that was over 4000 hours of one-on-one therapy with over a thousand individual clients**, and countless group-workshops, which means he has a lot of experience dealing with NLP in the real world, dealing with real people, with real problems, real concerns and real aspirations. He didn't just do a course one day and thought it would be a good idea to reproduce it. He didn't just read a book, and he is not just newly certified. In fact he's been certified by 3 different NLP training companies, and is certified by the American Board of NLP.

Jonathan is also a professional Life Coach. He was trained and certified over three years by Coach University in the States founded by Thomas Leonard, which is probably one of the longest-running if not THE first life-coaching companies on the planet. He recommends Coach University over and above any other life-coaching companies, because they seem to have the definitive, comprehensive model on how to do that. If you're going to model a good Life Coach, then go to the company that's been here the longest, who consistently turn out elegant and exquisitely skilled coaches.

Jonathan started his first self-employed business when he was 19 years old, and to this day teaches that a new startup, especially in a service professional industry like Coaching or Therapy, can make a profit in month one.

He is also a qualified Financial Adviser. He spent a number of years in financial planning and financial services advising people on what to do with their savings, investments and pensions. That comes in handy. It also exposed him to the world of sales and all that kind of thing, which generally is a source of references of what not to do. However, it did emphasis regulation and governing bodies, which Jonathan firmly believes in.

Also, he's a Master Practitioner of Time-Line Therapy, personally trained and certified by Tad James and David Shephard. Time-Line Therapy is a particular technique devised by Tad James, which enables you to let go of emotional traumas very, very quickly – in minutes, in fact, not years. It also enables you to create things that you want to happen in your future, and to change things that have happened to you in your past, or change the effect that they have on you. Jonathan is a full member of the Time Line Therapy Association.

Jonathan is also a Master Hypnotherapist, a registered and certified Hypnotherapist and has used hypnotherapy with hundreds of clients in his therapy practice over the last 17 years. He's currently working on a Bachelor's degree in Clinical Hypnotherapy, because a lot of HGE techniques go hand-in-hand with hypnosis techniques, because a lot of them came from hypnosis originally. We certainly have a lot of HGE people who are learning hypnosis, and a lot of hypnotherapists who are learning HGE. The two go hand-in-hand, and he can teach you both.

Ancient secrets and modern wisdom

For 11 years Jonathan has practiced Feng Shui, often called “the ancient art of placement”, which is based on the belief that the way you lay out and organise your space has a great effect on the internal and external results in your life. Now, whether you believe in it or whether you don't - the fact is, an organised system in a neat office works more efficiently and effectively than a cluttered one. People whose houses are cluttered tend to have cluttered minds as well. As within so without. If your house is a mess, then usually your finances are a mess. So, whether you look at it from an esoteric point of view, or whether you look at it from a purely common sense point of view, there are aspects that work. Many ancient teachings and ancient philosophies have certain core concepts that keep showing up time and time again, and Feng Shui is one of them.

Another one is Hawaiian Huna. Huna is rumoured to be the source of the majority of other esoteric disciplines, such as Chinese Medicine, Energy Healing and Shamanism. Jonathan has been initiated on a live volcano in Hawaii by Huna Masters 5 times, and has been granted permission by the Ka Ha O Hawai'i Foundation to teach the healing, spiritual and shamanic discipline of Huna, including initiating you into the ancient healing Ho'omanaloa Symbols. He's currently also studying towards a PhD in Esoteric Studies.

And he also holds full membership of the Association of NLP, the British governing body for Neuro Linguistic Programming. Jonathan is a full member of the ANLP and fully adheres to their guidelines on regulation and code of ethics. He's taught classes and workshops as a lecturer in three Scottish colleges, and is regularly asked back to talk to the Entrepreneur Course at Strathclyde on how to set up in a private practice that's profitable from month to month. In fact, one of his seminars teaches you exactly how to do that, how to set up a service-based professional practice, such as therapy or life coaching, starting from zero and earning a profit within your first month. Previous clients that Jonathan has worked for include professional footballers, Morgan Stanley, Barclays Stockbrokers, Virgin Cinemas, Hilton Hotels, Marriott Hotels, Texstyle World, Decorum, Laura Ashley, Waterstones, Slaters Estate Agents, Share, and Paisley & District Chamber of Commerce.

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DEAR budding NLP Practitioner,

So, you're thinking about getting into this thing called NLP, and you're probably shopping around for the best package. There's so much to consider though, isn't there? How long it takes, the cost (obviously!), the qualification at the end of it, if there's any support offered after the course has finished & you're back home, is there any kind of money back guarantee, will it be a nice venue...?

My name's Jonathan Clark. I'm an NLP Trainer and I've been running these kinds of courses for sixteen years. I certify people at Practitioner and Master Practitioner level, and I'm always trying to make my courses better and better. That's my business. Yes, I am in the NLP Training business, but my style and approach does not suit everyone. My intention here is to give you some hints and tips about how to choose an NLP Provider, because the varying standards in the NLP community affect my reputation.

I've personally attended several NLP Practitioner, Master Practitioner and Trainers Training courses, as well as countless other seminars and workshops. I've invested tens of thousands in training, and I've been on all kinds of courses, from the really awful to the totally mind blowing!

Maybe you know someone who's done an NLP training and you've noticed how much they've changed. Possibly you read an NLP book and like what you've seen so far.

There's a whole bunch of things I think you need to think about before you spend a whole lot of time, money and energy. Think about it – you'll probably only ever do one NLP Practitioner course in your lifetime, so you'd better get it right.

You see, I've learned that NLP training is the subject of much confusion. In fact, people have so many misconceptions about NLP that I decided to offer this consumer awareness guide so when you select an NLP company, you can make an informed & intelligent decision.

NLP came about through modelling how things work. Many NLP Trainers teach you one set of principles, yet seem to live by another. While the syllabus is usually the same, the method of delivery and standards of training vary dramatically.

In just a moment, I'll share with you six costly misconceptions about Neuro linguistic programming. Plus I'll offer four recommendations. And I'll give you sixteen questions you should ask a prospective Training Company before you part with any money.

Make the right choice

So I wrote this report to give you some advice, to benefit from my experience and hopefully to help you make the right choice for you.

In every course I've attended there was usually one or two things that could have been better – it would have made it so much easier if the parking was free, or if the venue hadn't been so stuffy, or if the Trainers actually kept in touch after the course finished. There was usually a "hole" somewhere that hadn't been filled, you know?

So let me give you some suggestions about what to look for. Think of it like buying a used car. It's useful to get someone in who knows a bit about cars, who can give it a "once over" and point out the tricks of the trade, the possible repairs needed, how much is a fair amount of money to spend, and to point you in the right direction. You get the idea.

As I said before, NLP Training is a big investment of time and money, so you need to know:

1. Where do you start?
2. How do you know what to look for?
3. What are the danger signs to look for?
4. How can you be certain that you're looking at a reputable company?

I wrote this guide to make things easier for you. With the knowledge you'll gain from reading these pages

- You can be sure you're getting the right course for you
- You will be able to tell the sharks from the genuine article
- You will know the right questions to ask
- You can be confident you're making the right choice

11 Secret Fears of the NLP novice...

Q: Am I just a bum in a seat? Will I actually be treated as a valid human being with needs, hopes and desires, or am I simply another hunk of meat in the cattle market? Do they truly want to train me, or just bill me?

You can tell by their approach. Do they talk about the money first, or the training first? A good salesperson will ask you questions about you, and make sure that you and NLP are a good match. If they launch right into sending you out brochures and booking forms, or worse, demand a deposit right there on the spot, think twice.

Q: If I don't like it, can I get my money back? I've heard of conmen and scam artists – do they exist in the NLP world as well? If I'm not happy, how difficult will they make it?

There are "cowboys" in every industry – you must do your due diligence before you commit to anything. Ask them if they have a money back policy, and get their name too. Ideally you'd have something in writing from them that assures you they will

refund you if you're not satisfied. If the training is everything they say it is, then they should stand by their guarantee.

Q: Will NLP work for me? OK, I've read the books and heard the hype, but this is little old me we're talking about. Will I be smart enough? Good enough?

NLP isn't about intelligence. A good Trainer will make ANYTHING seem simple, and break it down into learnable chunks. That's [in theory] why they're calling themselves Trainers. If the trainers are criticising your ability to learn, then they are poor trainers. Your intelligence shouldn't be an issue.

Q: Is it really worth the money? Does it actually do what it says on the tin? Or is it all hype, smoke and mirrors? Will I actually be learning how to con people? Or does it genuinely work – I mean, is it really possible to change my beliefs, behaviours and emotions?

Having helped clients for 17 years in Coaching, Therapy, Training and Couple Counselling, I can absolutely guarantee that NLP methods work. In fact, I wouldn't dare teach anything I hadn't studied, implemented and used myself. You can't put a price on a flying phobic finally being able to fly to Australia to visit their parents for the first time in 10 years. Or a self-harmer who finally stops cutting herself and becomes an NLP Master Practitioner.

Q: Will I be asked to stand up and embarrass myself, or be put in the spotlight? I've seen videos of demonstrations on stage. Do I have to agree to that? Or can I sit quietly at the back and fade into the crowd if I want to?

Good trainers allow their students to be themselves, so you should be as extroverted or as introverted in the training room as you are in normal life. Demo subjects are volunteers. Any self-work should be done in pairs or threes and is kept private. NLP preaches "Respect for the other person's model of the world"

Q: Will the certificate mean anything in the real world? Or is it just a wacky backy, tree-hugging hippy crap piece of paper that's worthless in the real world? Is it true that consultants don't get hired cos they don't have an NLP qualification on their CV?

It depends on who issues the certificate. If it's just from the trainers company, then that's a matter of conjecture. If you are certified through the ANLP or the ABNLP or the BBNLP then that has more clout and respectability. And yes, NLP is so mainstream now that many employees are expected to have at least a Foundation knowledge of NLP.

Q:FEAR OF "THE CHICKEN DANCE!" Hypnosis and NLP seem to always go together - will I be hypnotised?

Most people have funny ideas about Hypnosis cos they've seen stage shows on holiday or in night clubs. Hypnosis and Hypnotherapy are 2 different things. Usually Hypnotic techniques are used to make sure students are relaxed and in the best emotional state for learning. If the course contains Hypnotherapy training, then yes

there will be inductions and eye closure. But barking like a dog or seeing people naked is not required...

Q:Will I get personal attention, or my questions answered? Or will it be just a download of data from Trainers who refuse to take questions?

I've seen some NLP Trainers actually forbid any questions on a course. Most do, some actively encourage it. A good trainer should have depth and breadth of knowledge, and [hopefully] experience in using NLP in the real world. That means that they should welcome, and be able to answer, your questions. Besides, the person asking the questions is running the conversation...

Q:Are there “hidden costs” and fees to pay once I get there? I've heard of separate fees over and above the training cost, just so I can have my certificate. Or what about the old stories that you have to pay the Trainers 10% of everything you earn while using your NLP skills forever more. Is that true?

Ask these questions – the course fees should be clearly laid out. Check if refreshments and lunch are included in the price. Certainly any “extra curricular” fees should be announced and should be optional, not compulsory. Some trainers quote a training fee and a separate certification fee. I can't say for sure if the 10% contract stories are true or not, just be careful what you sign, especially when you arrive at registration on the first morning. As always, read the small print.

2008 UPDATE!! I've just learned that one major NLP company insists you re-attend every 3 years and their certificate has a 3 year expiry date! That's just not right in my opinion, so I thought I'd let you know.

Q:I've heard there may be an exam? Will it be written or oral? Is it difficult? Is it like a University degree standard, or is it multiple choice and easy?

It's usually a written assignment, usually open book. The Trainers want you to pass, so they should make it relatively straightforward for you. Ideally any test will stretch you a little, but the course content and any pre-study should have prepared you adequately to pass.

Q:Do I have to sign any agreements or am I restricted in using the material I learn during your training? Is there some kind of contract I have to sign? Is this actually a multi-level marketing type thing?

Some NLP Trainers ask their students to sign lengthy and highly restrictive agreements on the first morning of their training without giving prior warning. Ask whoever you're considering training with that question.

7 Costly misconceptions about NLP Trainings

You can learn NLP from books and videos – in fact, there are CD courses galore on Ebay that GIVE you certificates just for listening to the disks. I wonder what they say on them? “I hereby certify that the above named knows how to press PLAY on her

stereo”!?! Beware ANY NLP person who claims you have valid certification just because you listened to some CDs or watched some DVDs. I ask you – how did you get your qualifications? Think about it – can you learn to swim by watching the Olympics on the telly? No, didn’t think so...

All NLP Trainers are the same, and they’re all good at NLP – sorry, also not true. Unfortunately there are sharks in every industry, and personal development is no exception. Many teachers are up there because they need the significance and adulation of their “fans”. So it’s all about them, not about you.

“It’s a little advice I want really – I’m on my 2nd module of an NLP Practitioner course and today when I told the Trainer about a situation that happened to me, I said I tried to apply what I had been taught but it didn’t work for me and the event was quite upsetting. I was told I was lazy and trying to take the easy way out. This really upset me. Is this part of the training or is it time to find a new Trainer? I don’t know how much experience they have but they seem to be referring to books the whole time I am there.”

Do your due diligence and make sure you know how long they’ve been around, try and see them or listen to them in action first, talk to previous clients.

Different schools of NLP focus on different areas – most on business and influencing skills, many on communication, a small few on physical healing. Make sure you choose a company that deals in your area.

Another way of pulling the wool over your eyes is to have along list of impressive qualifications after their name. So I could use for instance

Jonathan M Clark, MLIA[dip], PNLP, MTLTA

Let’s decode that shall we? The MLIA[dip] is a Member of the Life Insurance Association, an old Financial Services qualification that I held as a Financial Adviser. NOT IN THE SLIGHTEST BIT RELEVANT TO THIS DISCUSSION, but it sounds good!

PNLP is an abbreviation for “Practitioner of NLP”. Lots of people do a Night Class in NLP or read a few books then stick that right after their name.

MTLTA just means I’m a paid up member of the Time Line Therapy Association, and that’s because I paid my \$60 and filled in a form. You sign the forms and send off the cheque -but it isn’t a qualification.

Certificates can be printed on your printer in 5 minutes using Microsoft Publisher, with templates bought from Office World.

I think I’ll set up the Board Of Genuine Unique Shifts – or B.O.G.U.S. for short.

NLP is seductive and manipulative – So is wearing perfume or buying designer clothes to make you look good. There is a vast market for seduction and persuasion skills, and a number of NLP schools specialise in that.

In my experience a company that teaches Rapport skills will know that once you have rapport with a person, if you have dubious intentions towards them, they'll pick that up.

Generally people who voice this concern are actually concerned about being manipulated, and that's the student's issue. Generally they have been duped before and are wary of it happening again. All the more reason to use Time Line Therapy or emotional clearance techniques to let that go.

It's a cult! – cults generally are centred around one leader, demand total compliance and obedience, and if you show any resistance or disobedience you are excommunicated and made to feel like a heretic.

NLP is a tool – like a hammer, it can be made to smash things, or build things. The hammer itself has no ethics, only the person who wields it. NLP has never done anyone any harm or any good – it's the people who use it.

It's all common sense – well if it is, it's not that common. If this is old hat and everyone knows how to run their head, why are so many people still on medication, haunted by ghosts from the past and carrying around so much luggage?

Can't I just skip Practitioner and jump straight to Master level? – Master Prac deals with such abstract concepts, quantum theory and deep interventions that without the fundamentals in place, you'd be lost. That's like saying "let's skip the flying lessons and let's go right into landing the Space Shuttle". You wouldn't know where to start, or what buttons to press.

All NLP courses teach the same subjects – there is a core syllabus that the Practitioner courses have in common, but I've seen a wide variety even there.

How to avoid the 6 NLP Rip Offs

You'll be taught it all in a hypnotic trance

There is another kind of short course where trainers run the whole programme with the participants under hypnosis. That's right - all 7 days. The claim is that the learning is installed unconsciously. Participants of such programmes indeed acquire a level of competence, but don't have conscious knowledge of *what* they have learned. This might be your choice, but it's good to be aware that this sometimes causes problems when you want to proceed onto a more conventional Master Practitioner programme or use NLP in more conscious ways with others.

Hidden fees

See my entry above – make sure you get the all-inclusive cost, including accommodation, refreshments, certification, etc.

You can buy your way up the NLP ladder and be a certified trainer in 5 weeks with zero experience

100% true – the trainer on stage may never have seen a real client, may never have delivered a training before or done any interventions with a member of the public in their life, yet there they are on stage. Make sure the Trainer is certified, insured, has experience and has actually done what you want to be able to do. [Remember – you can *buy* your way up the NLP ladder and reach Trainer status in 5 weeks, but have absolutely no clients or field experience. **Do you really want to be on *their first course?***]

They don't take questions

Many trainers ask you to hold all your questions till the end, hoping that you'll have forgotten them by then. Or they may actually not take any questions at all. That's not training, that's lecturing. A good NLP Trainer will encourage discussion, debate and exploration of different models of the world.

Putting you in trance then selling you

You are taken through a long “closed eye process”, and then when you open your eyes and are still HIGHLY suggestible, they hit you with a video sales pitch or the prices for the next course.

I've even been on trainings where they had subliminal suggestions etched in to the background of the Power Point Presentation. If they need to use covert techniques to convince you, maybe you shouldn't be convinced.

Cliquey practice groups

New graduates often join the pre-existing support group for NLP Practitioners, then find them to be full of cliquey groups who are stuffy and unwelcoming to the beginners. For a method that preaches rapport and respecting other people's models of the world, that's a poor show. Find a different group.

Or worse, the Practice Group is a pitch fest or recruitment vehicle for the type of person named above in **All NLP Trainers are the same, and they're all good at NLP**

The 9 Costly Secrets about NLP Training Courses

You don't know who trained them

Find out the lineage of your prospective trainers – who trained them? Lineage is very important in many personal growth fields, and NLP has created an abundance of watered down, diluted clones of the originators.

Reiki Practitioners and Martial Artists love to use this too. Everyone wants to be the Grand Master's favourite. Chances are they were one of 500 people in the room.

Some Trainers will offer you tapes and CDs to listen to before you do the course, **BUT THESE ARE BY A TOTALLY DIFFERENT PERSON!** Make sure if you are listening to pre-study materials that they are by the Trainer you may be training with.

Too many people in the room – no personal attention

I heard recently of a course that had 1000 students in the room and 10 assistants. That means there were 100 people looking for guidance for every assistant in the room.

The governing bodies have no enforcement powers

Are you aware that within 18 months, the Department of Health are planning to bring in legislation regarding psychotherapy, psychology and counselling which will almost certainly affect how NLP is licensed, trained and practiced within the UK and Europe?

As an Independent Financial Advisor in the UK, I was under the close scrutiny, continual assessment and strict codes of practice enforced by governing bodies that had full legal clout behind them. If a client was unhappy or had felt they were misled, the full weight of the law could be brought down upon the Company that was responsible.

This doesn't exist in the NLP world yet!

The so called "Governing Bodies" in the NLP community have no real power, no enforcement and weak assessment. Frankly, you can buy your way up the NLP ladder and become a Trainer even if you've never seen a real live client in your life. So when a student asks them "How have you used this with real clients?", how can they answer honestly?

Here's the truth - I know of one NLP Trainer who, despite allegations against him for child abuse, continues to work exclusively with children. Unbelievable! Ironically, the same individual has set up a fictitious "Institute for NLP Ethics"!!! Hmmm...

Several female clients have complained to me [privately of course] about seduction and hypnosis techniques being used inappropriately, but they're all too scared to challenge the male NLP Trainer doing it. Can you imagine?

I know of 3 so called "Life Coaches" whose experience consists of a 3 day training course and 12 written homework assignments! But will it tell you that on their brochures and websites? I doubt it...

The best the NLP associations can do is void a person's certificate, but in an unregulated industry, that won't stop them from doing what they're doing.

Trainers who don't practice what they preach

In personal development, YOU are the product. In NLP, the Trainer should be a good role model. If they're unwell, broke, having an affair and being rude to students, maybe they should be in the audience and not front of house!

Certificate not worth the paper its printed on

Make sure that the certificate is recognised by some bigger body like the ANLP or Society of NLP. Just because Joe Trainer's Company calls you a Practitioner doesn't mean you are.

No support or follow up

Look for a provider that offers some kind of ongoing access, support group, the chance to come back again and refresh or assist, or a Forum online at least! Its no fun being left out in the cold and the only way you'll see your Trainers again is if you part with another £2000.

Stuffy trainers showing off and trying to impress not train me

Another comment I hear all the time from my website www.UnhappyWithMyNLP.com. The trainers seem to spend all their time dazzling you with clever language patterns and magic tricks but they never reveal how to do it. A Trainer will demonstrate then teach you how to reproduce that result – that's called Modelling, and that's a core principle of NLP. You're there to be trained, not impressed.

Subliminal suggestions in slides or music

I've mentioned this before, and there is great debate about whether these hypnotic suggestions can actually affect people or not. But I'd err on the side of caution. If they employ covert programming techniques I wouldn't walk, I'd run!

Opinionated Trainers asking you to buy into their gripes

An NLP training is not a political platform to preach from – it's a safe, friendly environment in which you learn how to amplify all of your positive characteristics and remove or minimise all your negative programming. So you shouldn't have to "buy into" whatever party line they're preaching.

Why You Want A Once In A Lifetime NLP Training Experience

I always ask my students a question – "what do you want out of this training course?" Here's a compilation of some of their answers:

Lift the confusion, open my eyes and take the bag off my head
Get out of my head
More skills to help me in my mission in life
Find myself, find out more about me, trust myself more, deep personal insights
Safe environment
Clear out stuff from the past
Useful business contacts
More energy
Increase ability or new ways to communicate
Learn more about myself
Gain more confidence, self esteem, be more assertive
Able to control my emotions, be in better control of my life
Feel competent with techniques
Stretch my personal comfort zone
Free my potential, personal growth so I can speed up my achievements
Have fun
Increase my ability to heal myself and others, help others make positive changes
To move on, let go of the past
Deal with conflict better
Expand my mind, new ways of thinking
Teach you core concepts and how to apply them
Use it to teach it
Activate the skills you've learned on previous courses but haven't used
A life changing experience
Overcome fears that stop me
Be clear about the future
Be able to operate comfortably at the highest levels
Learning with other enthusiastic people
Increased earning potential
Motivation of the permanent kind
Problem solving techniques at my fingertips, tools I can use on a daily basis
Make life easier and have buffers to keep it that way
Spiritual cleansing
Not to become "odd"
To be an excellent trainer, Life Coach
More focussed, clearer vision
Know when to help and when to let go
Breathe new life into my training
Confidence to leave my current employer and do work that is very different
Financial independence
To understand my life purpose

When asked at the end "What was your experience of this training course?", they said:

Easy to talk to, considerate, caring, supportive, willing to help and still challenging
Always someone on hand
Professional and sensitive, highest standard of etiquette & conduct yet relaxed and informal, not stuffy like other trainers
Vast # of teaching methods

Make things simple
Depth of knowledge
Friendly, warm, encouraging environment – a great mix of warmth, respect and humour
Fun and serious too – very funny without compromising an ounce of professionalism
Answer all of your questions
Well structured, planned and thought out, and well tested
Not Tony Robbins style hype
Impactful but easy to take in
Genuine enthusiasm and passion for your work
First class coaching
Hugely safe, secure loving environment, an emotional safety zone
Great value for money
Integrity, honesty, walk our talk – living and breathing each presupposition at every moment
Freedom given for you to talk freely and frankly
Make you feel welcome
Good balance of theory, practice and debate – you get an experience to go with the theory - proof
Trainer and assistants are part of the group
Whilst it would be easy for the trainer to place his opinion on us, I felt he removed neutral at all times
We make the unquantifiable digestible

So here are 16 guidelines about what questions to ask a Trainer...

1. How long will the course take?
2. How much will it cost?
3. What qualification do I come out with?
4. What subjects will be covered?
5. Is there any support offered?
6. What about money back guarantee & refunds?
7. Is it a nice venue?
8. What experience do the Trainers have?
9. Is there the option of coming back to assist?
10. Is there a referral fee?
11. Is there an NLP Practice group?

12. Do they offer Free Introductory sessions?

13. Other costs or conditions to achieve certification?

14. Can I have Contact Names of referees to ask for their opinion of the training?

15. Are the Trainers insured?

16. Why do I want to learn NLP?

So make yourself a nice hot beverage, pull up a comfy chair and ask yourself the following:

1. What kind of NLP course is on offer?

The shortest version is the Intro Evening or Taster Session. These will feed your interest and give you a couple of NLP tools to take away and use right away, so they're a great (and safe) way to dip your toe in the water. Bear in mind that there will probably be a sales pitch at the end to encourage you to sign up for the main training. They also let you get a feel for the Company's style and professionalism. It does pay to shop around, using this guide as your filter.

This is by no means a full programme – NLP is usually taught in a formal order of training and development, called Foundation, Practitioner, Master Practitioner and Trainer (or variations thereof)

These courses usually share similar topics and a common syllabus, but bear in mind it changes from Company to Company, so ask for a break down. There is no real governing body, nor any real compliance regulations. Some courses centre around therapy, some business, some selling and influencing. Make sure that the focus is one you want to focus on.

Foundation courses are usually between 2 and 4 days, and cover the basics of one or two such as Rapport, or Language. These aren't full Practitioner certifications but certainly give you a taste of the real thing. Good because they're short and you can do it in a weekend. Bad in that there's usually no recognised qualification at the end.

Most Practitioner courses are similar in content. Master Practitioner courses vary more in terms of subjects and applications, and a Trainer Training even more so. Again, ask for a syllabus or brochure and make sure you can tick off the areas you want to get good at.

The Association of NLP, which is a UK based non-profit organisation set up in order to promote NLP, recommend 125 "contact hours" with an NLP Trainer, spread over 20+ days, to become an NLP Practitioner. This is the amount of actual time spent with an NLP Trainer which they feel best covers everything to a level where the student is confident they know the syllabus. The American Board of NLP recommend 120 hours.

Assuming an 8 hour day and allowing for lunch & tea breaks, that's about six and a half hours of "class time" per day. Therefore most NLP Practitioner courses take somewhere around 7 - 25 days to complete.

That's often done in a modular format, say one weekend a month, for the best part of a year. So this month might be an introduction to NLP weekend, next month they'll cover Rapport and Rep Systems, month three will be Language Patterns, and so on. So you come in and out of class each month and gradually piece it together. That's a good way to do it if you have lots of family or work commitments, cos you can spread it out over time. However, it takes longer time and you need to be sure that you're going to stick to the programme and attend every module. Companies often offer you the chance to repeat ones you missed because they know people often do drop out.

There are distance learning packages available but there is no live training to attend. So maybe you'd get a workbook, a video, some audiotapes or a CD Rom and written exercises to complete. This is a great way to get into the basics and you can work at your own pace. Problem is there's no face to face contact, and NLP is an experiential technology, which means you really need to work with other people and experience the interaction between you to really get the learning's. It is "Neuro Linguistics" after all.

Some courses are built up in chunks, covering different parts of the syllabus, so you might do the core Presuppositions of NLP in the first part, then Presenting skills later. You can even design your own "menu" with some companies, putting together the chunks you want to do in the order you want to do them in. Good in that you tailor make it. Downside is that for most people that's too much like hard work.

Overall, you need to balance work commitments, personal life and your preferred way of digesting all that you've learned.

You can do it in 7 days

Then there's "Accelerated" courses, which are done 7 days straight. Master trainer Tad James came up with a way to do it in a week – you get a pre-course study pack of the NLP Practitioner manual and a complete course recorded live on tape or CD, or CD-ROMs or DVDs to watch.

These you study before and after the actual real course. So you've covered all the theory and listened to the class time teaching up front, and can concentrate on the interactive stuff on the course itself. There's also an open book written test in this kind of course – that makes you listen to the tapes, drives up the standard and integrates the theory with your conscious mind, because you feel you've studied it and you know your stuff. Longer courses usually don't have written tests. Accelerated Courses are good in that it's the quickest way to do it, so minimum time off work, so you don't use so much of your annual leave. The downside is that it's very intense, and some people think you can't learn so much in such a short space of time. You also have to take a lot of time off work, so bear that in mind.

This kind of "distance learning" can make NLP more accessible, and you'll get to know the material. However, you can't be an "armchair Practitioner" - NLP is

experiential, and is learned best in person, with other living human beings. The best way to learn Neuro Linguistics is to do it. You can't learn it by reading books or watching videos, and be competent in the real world. True knowledge is both intellectual and experiential.

Oh another thing – what are the times of the actual training days? Like, when does it start in the morning and finish at night? Will you have a life at all during it? Take into account travelling time and rush hour traffic. You wouldn't want to be late and miss anything good.

Master Practitioner courses vary in content. Practitioner usually teaches you techniques, and what to do when. At Master Practitioner level, you install all of that at the identity level and make it you. You also learn how to devise your own techniques. A Master Practitioner course usually includes a modelling project as part of your assessment.

At Trainer Training level, approaches differ dramatically. This is really where you need to look at the NLP Trainer you'd most like to emulate. Who has the skills and elegance that you'd love to have when teaching or presenting? There will be Presentation Skills programme, but I also recommend you look for a course that teaches you how to market your trainings, structure them, do public demonstrations, and to handle the dizzying variety of challenges that can show up in the public speaking arena.

2. How much will it cost?

You're probably wondering how much does a complete NLP Practitioner course cost? There doesn't seem to be any real guidelines in this area. From taking a browse through some of the NLP Training Company websites out there, some 7 day courses cost as little as £755, and as much as £2800. Some of the 20 day courses cost £1950. I've been on courses which were cheap and learned a lot. I've also been on expensive courses and learned nothing new. The price of the course doesn't really reflect the quality of the Training.

How much value to you?

Let me give you a suggestion then. Imagine you were going to hire the Trainers to teach you personally. Find out their hourly rate, what they charge for one on one consulting per hour. Now multiply that by the number of class time hours on the course and that tells you how much you'd need to pay them for their time.

For example, an NLP Trainer might Charge about £75 per hour when doing one on one NLP Coaching or Therapy. If you hired them for 6 ½ hours a day for 7 days, that would cost you £3,412. In that light, £1,700 for their 7 day Practitioner course is a bargain!

There's certainly a couple of questions you need to ask the company before you book:

Is it possible to pay in instalments? Do they offer an Easy Payment Plan?

Do they accept credit cards?

Is there an “Early Bird Discount” for booking well in advance?

Training materials

Ask a training provider what training materials are included. The reputable training providers will all offer you a training workbook or handouts. This should be comprehensive enough to give you access to all the various processes you will cover, and be in a style that is clear and interesting. Bulk is not important: excellent factual content and usability is.

You might like to know that your workbook will be well presented in a substantial binder. You might enjoy the training providers that walk their talk about suiting different learning styles by offering a variety of formats such as mind maps.

What extra materials are offered by the company? Are books included? Or DVDs? If they are, do they provide support to the learning, or do they merely replace direct trainer input?

What about recordings of the training to play at home to continue your learning after the course? Do you pay for these? Training providers can charge up to £300 or £400 (\$500-\$700) for an audio recording of the training you have just taken. Some training providers on the other hand offer them as part of the package.

3. What qualification do I come out with?

Some NLP courses simply give you certificates of completion signed by the Trainers, just to say that you were there and you went the distance. Some are approved by the Association of NLP, the ANLP. The ANLP is a non-profit organisation set up in the UK, who promote NLP. At the time of writing they are going through a complete reorganisation, and their rules and regulations are being redrafted.

Some trainings are recognised by the American Board of NLP, the ABNLP. Some are licensed through the Society of NLP as set up by the co-founder of NLP, Richard Bandler.

In the world of NLP training, there is no official government or legal affiliation or certification standard, no ‘official’ course content, duration of training or levels of competency (this applies within the UK and outside). NLP is an un-regulated field and currently there are no ‘official’ guidelines in terms of regulation, certification, standardisation or affiliation.

There are a number of groups, organisations, associations, boards and bodies who have set up their own standard by creating certification / affiliation schemes in order to reflect how they believe NLP should be taught and practiced. These organisations often differ in their opinion. Each organisation has a different judgment and none are mandatory to join or achieve training through. Many training providers choose not to affiliate themselves with any certification or affiliation bodies.

Certification and Affiliation has, for over 20 years, been debated within the field as to how it should be organised and structured, thus there are many varying models. Confusion often arises from the public when trying to decide on which NLP training provider to train with or which training provider has the 'right' certification / affiliation scheme and is 'recognised by' which group. The simple answer is that there is currently no 'right' answer. It's all down to personal choice.

Even with such variation, most course providers will ask for a Practitioner Certificate before they will accept you onto a Master Practitioner Course, and similarly, a Master Practitioner Certificate before they will accept you onto a Trainer Course. The certificate is at least proof that you have had some training in NLP, and suggests that you are familiar with certain concepts and processes.

Training courses vary wildly in their approach to this area. Some trainers just pass everybody simply for being there. If you've completed most of the modules, you get your certificate, as simple as that. Some trainers go to the other extreme, and you are faced at the end of the course with a series of rigid assessments, including written exams. It's good to feel that your certificate is worth something, but NLP is about practicing what works rather than accumulating knowledge. Effective NLP is about what you *do* rather than what you *know*.

Most of the better courses give you practical assessments over two or three days at the end of the course, as well as monitoring your progress and giving you direct feedback during the course. This allows the assessment process to be thorough while not presenting too daunting an assessment experience.

Unless the numbers on the course are very small, you will want to check that the people monitoring you are themselves qualified to do so. Some courses use assistants with minimal experience to carry out this monitoring and assessment process. Go for a training provider whose assistants have NLP Practitioner qualification at the very least.

[A qualification that counts](#)

You probably want a certificate to hang on the wall, or maybe even to prove to employers or clients that you are fully certified. I have heard of consultants not getting contracts because they didn't have "NLP Practitioner" on their CV. In all my 17 years as an NLP Therapist, I've never been asked by a client to produce a certificate. You will need one for insurance purposes though if you intend to do therapy with people.

[4. What subjects will be covered?](#)

There is quite a large "core syllabus" to NLP Practitioner, yet again there is no definitive list of what is compulsory. When you're looking at doing a full certification you do need to ask yourself "is this a comprehensive NLP Practitioner course or is it only chunks?

A typical (good) Practitioner course will cover the following:

The NLP presuppositions: useful, convenient beliefs that make life easier and allow you to “filter out” a lot of information that people give you when communicating. They are common beliefs that successful people use to get results.

Well formed outcomes: there’s a kind of “magic formula” to use when setting goals which stacks the deck in your favour. In NLP you are taught this model, which means you can get more of what you want more often.

Rapport: Learn how to bond with anyone in minutes – that “clicking” feeling you get when you and someone else are on completely the same wavelength, where they know you, like you and trust you. In life everything you want is either owned by someone else, or you’re going to need their help to get it, so you need to be good at building relationships with complete strangers. NLP teaches you how. Even in groups.

Sensory acuity: how to almost read peoples’ minds by observing tiny physiological and vocal signals that people have been giving you all along, you just didn’t notice them until now.

Become a living lie detector

Representation systems: how people build their internal maps of the world. You have 5 senses but you don’t use them equally, you have an unconscious preference. That then affects how you perceive the world around you, how you learn, how you talk, how you relate with people. NLP teaches you how to find out how you think, and how other people think, and then communicate with someone else the way they communicate with themselves – so less confusion, less misunderstanding and clearer communication.

Eye patterns: The eyes really are the windows to the soul. Have you ever noticed that people’s eyes move around when you’re talking to them? Where your eyes go determine what part of your brain you’re accessing.

You can tell what someone is doing on the inside by watching their eye patterns. Become a living lie detector and tell if someone’s telling the truth or not. Help people learn more effectively. Turn poor spellers into great spellers. Switch on parts of the brain that haven’t been used for a while. Looks like you’re able to read people’s minds...

Submodalities: You have 5 senses, which in NLP are often called “Modalities”. So your eyesight for instance is often called the Visual Modality. “Sub” modalities are the finer distinctions, which create meaning from our internal maps. So for example, if you picture your home in your mind’s eye right now.....

Is the picture in your head bright or dim?

Eye level, above or below?

A moving picture or a still photo?

Fascinating, isn’t it? You probably haven’t thought about it before. Submodalities are a huge part of NLP, and are useful in all kinds of ways – stopping food

compulsions, removing phobias, creating new habits, making goals more achievable, changing your mood, changing limiting beliefs and much more.

Strategies: internal processes that drive complex behaviours. How different people make decisions, get motivated and perform any behaviour. People have “recipes” for doing things. You always put the same shoe on first. You tend to leave your keys in the same place every time, and if they’re not there you frazzle! Every human behaviour has a recipe, from doing depression to becoming wealthy. Recipe books sell because recipes work – do this in this order in these amounts and you always get a nice chocolate cake. Take the chocolate out, it’ll still be a cake but it won’t taste the same. Or if your Granny makes cake to die for, you could use her recipe, yeah? If you can pull apart the recipe, you can either change it, or you can borrow it.

Never ask why, ask how?

Now imagine finding out someone’s recipe for ruining their marriage. A lot of therapist and counsellors would ask why? In NLP we ask “how?” Knowing why means they’re still ruining their marriage, and now they know why. Once you know **how** they’re doing that, you know how to save it. Does that make sense?

If you want any result in life, you could find someone who’s already doing it, and borrow their recipe. You want to be good at NLP, talk to someone who’s been doing it for years and is obviously having their cake and eating it!

Modelling strategies: install new powerful strategies for any new behaviour an individual or organisation wants to adopt. Trying to become financially independent by spending more than you earn will never work. Spending less than you earn and investing the difference will.

Anchoring: how we are programmed by external and internal stimuli. You’ve probably heard of Pavlov’s dogs, where Ivan Pavlov showed a steak to some hungry dogs and rang a bell as they salivated. (It was actually a tuning fork but let’s not be picky). Eventually after doing this a few times he could just ring a bell, no meat in sight, and the dogs would go into a hungry, salivating state. They also used a bell at school if you remember. It was either the signal that class is finished and you’re free to run home, or you’re running to school and you’re now in trouble!

Maybe you hear a song and go into a negative state. Or a particular perfume triggers specific memories. We all do this all of the time. But imagine if you could wire it up on purpose? Imagine feeling motivated just because you clenched your fist? Or saying a special word in a special way and you feel strong! Just like comic book superheroes did...

Linguistic presuppositions: learn to influence people using elegant language patterns. Be able to read people’s internal maps based on the presuppositions in their language. Hear what’s really going on in their mind. Then talk back to them in the same way, deepening the rapport between you, and being totally understood.

Milton Model: A lot of NLP comes from Hypnosis, and in particular one leading Hypnotherapist named Milton Erickson. Maintain rapport and elegantly influence

people by using hypnotic language patterns based on Milton. Actually have people calm down, relax and agree with you just by talking to them. Help people tap into their unconscious mind and it's great resources just by talking differently.

Meta Model: get to the heart of the matter in 2 or 3 sentences, cutting through the waffle and getting straight to the cause of a problem. A powerful language tool that again makes you a living lie detector. Great for Life Coaching, therapy and goal setting.

Reframing: elegantly create new meanings for problems and objections. Imagine the scene – a young couple sitting in a nice restaurant holding hands and gazing lovingly into each other's eyes...

And as the camera pans back, you see the bomb beneath the table with 10 seconds on the clock....9....8...

That's a reframe – it's not what you thought, it's something completely different! So the next time your best friend gets upset over something, you can suggest they look at it from a totally different viewpoint. Or in a business setting, you have a reframe ready for any objection you might meet...

Become a master communicator

The Neuro linguistic sales process: a 5 step NLP sales model that works, based on finding out what your client or customer really needs, and giving it to them. If there's no need, stop there! Powerful process that works face to face and on the phone.

NLP and negotiation: negotiate with elegance for results. Imagine walking into a room knowing in advance that you can get agreement. Be able to get any two conflicting parties to see eye to eye in minutes.

Fast phobia model: eliminate phobias quickly and elegantly. Dismantle a lifelong fear by undermining it's structure. Like scratching a CD so much that it will never play again. NLP is known for speed and impact, especially here!

Metaphor: use metaphors & stories to deliver powerful messages to the unconscious mind. If you're teaching students they leave able to do things and they're not sure why, all they know is that it feels very familiar. Or help people solve their own problems by telling fables or anecdotes. Throughout history master story tellers passed wisdom, lessons and lore down through tales and legends. Add spice to your presentations and captivate your listeners. If you're a therapist you're talking to your clients already. Why not talk about something that will actually reinforce or amplify the other work you're doing with them...

The Devil and the Angel

Visual squash: align internal conflict and increase congruence. Ever had a part of you want to do one thing, but another part of you wants something completely different? Like a devil & an angel? Or just loads of chatter in your head so you end up saying "I want to do that, but something stops me..." Well, we teach you how to sort that out in minutes, in both yourself and in other people. I've seen this be huge for people.

There's also the makeup of the students to consider. Will the course be aimed at therapists, or business, or education? If you're in a room full of salespeople the Trainers will probably slant things more in that direction. You must make sure that you won't be losing out because the course is aimed at any one profession. So remember to ask who else is on the course so you know the company you're keeping.

That's the advantage of doing an "in house" training, with your employer contracting an NLP Trainer to come into the business – they can tailor make the training to suit you & your colleagues' purposes.

5. Is there any support offered?

Are there any assistants apart from the Trainer(s)? Some Companies are one man/woman bands, who do the whole thing solo. Some have qualified Practitioners and Master Practitioners assisting them, which spreads the load and gives you a bunch of people to talk to about NLP.

How much personal attention are you likely to get? In a lot of courses there'll be one assistant for every three students. In others there could be 50 students and only 2 assistants. I've even heard tales recently of 750 students in a room with just one Trainer.

How big are the class sizes? Some trainings clearly struggle to fill places and have only a handful of students. Many are much larger with 30-50 students in the room or more. The bigger the class the less personal attention you'll get.

Are questions permitted? Some NLP Trainers won't take any questions. Some love questions, because of the interaction it creates. Sometimes someone else in the group asks the very question you were thinking of (which is usually a big relief to you!)

In between modules, and when the training ends, is it easy to integrate the learning into real life? This can be the very time you come up with new questions and most need support. Does the support continue, or come to a standstill?

With some training providers, support does not go beyond the training room. With others you have access to a coach, for which you pay separately. Other training providers offer support as part of the package. This might include one-to-one coaching between modules, group coaching via telephone or action learning. Such extras can mean that you are getting a lot more for your money, and are worth checking out.

The network of fellow participants can be a valuable source of support and new direction. Some training providers encourage such networking, by facilitating contact with your peers between modules. Other training providers just send you out of the training room to fend for yourself without even a list of names of the other participants on the course.

Will they ever speak to you again?

Is there any after-training support? Can you contact the Trainers later and ask questions? Or will you be 700 miles away from them, and they won't answer phone calls personally?

Some Companies offer personal coaching after the course for free, maybe a couple of hours say. Others will offer you the chance to hire a Coach afterwards.

If you've done an "Accelerated" course, you'll have the audiotapes or CD's to listen to again, which you can refer back to forever more. So you can "attend" the course as often as you wish! Not only does the pre-study pack accelerate your learning, it also locks it all in after the event.

6. What about money back guarantee & refunds?

Is there one?

What is their policy on refunds if you're not entirely happy?

You might not have noticed yet, but very few (if any) NLP Training Companies offer you any type of guarantee that their package is going to meet your total & complete satisfaction.

There may be a cancellation fee if you can't make the training after all, so look out for that. Can you keep the manual and course materials or do you have to return everything?

Reputable providers don't want you to continue with their training if you are not happy with it, so they will offer you a guarantee. Some will give you your money back (or at least that proportion that you have not yet spent) if you are not entirely happy. Others will transfer you to other modules or sessions without extra charge if you are unavoidably unable to attend. Some offer you instead a recording of the sessions you missed, which is not as good but better than nothing.

7. Is it a nice venue?

If you're going to spend between 7 and 21 days of your life in a training environment, it'd better be a pleasant experience. How far away is it? Are you having to travel to another part of the UK?

What about accommodation? Will you be staying overnight? If so, can you stay at the venue?

Parking facilities – can you park nearby? Is it free? If not, are there special concessions for students being there for a week or longer?

Public Transport – how close is it to buses, tubes, trains, motorways?

Food – what will you be doing for lunch, dining? Is there a café, restaurant or shops nearby?

Shops – sometimes it's good to get out at lunchtime and go for a walk, maybe browse in the shops. Are they close?

Disabled access – how easy is it for people with limited mobility or wheelchair to get around the place?

Quality of rooms – you don't want to train in a dark, stuffy room. Can you get an idea of the place you'll be in ahead of time? Are the seats comfy? Will it be warm in winter, and just right in the summer?

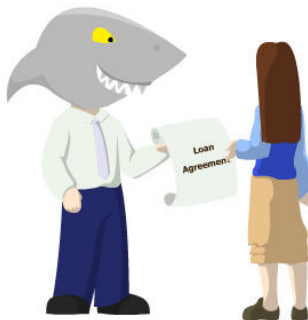
8. What experience do the Trainers have?

Have they been doing this for long? Some NLP Training organisations have been around as long as NLP has – about 30 years. Recently though there's been a flood of new NLP Trainers, especially in England and Ireland. Scotland seems to have far less.

Did they just read a book and decide to teach something? There are cowboys in every profession unfortunately. Make sure the people you're thinking of training with know what they're doing, and are fully certified.

There are sharks everywhere

Warning



What are their qualifications? And who certified them? In NLP, as in other disciplines, “lineage” of trainers can be important. Have you ever heard of the Trainers’ Trainers?

And are they models of excellence – do they seem to be getting the kind of results that you want to emulate? Would you like their lifestyle? Remember that the only difference between an NLP novice and an NLP Master Trainer is time. If they're pioneers for you, would you really want to

walk in their footsteps?

Are they congruent, or does your unconscious mind feel wary? Do their results match their claims, or do they just talk a good game. This is an investment you're making – be sure.

What do other students say about the Trainers? Do they get glowing references, or gripes?

How many Practitioner Courses have they run in the past? Everyone has to start somewhere, so find out if you're one of their first students, or if you're joining a long list of happy customers.

If you're interested in NLP and its uses in therapy, you'd probably want to talk to a Trainer who's worked in that area. Or if its business or sales, does the NLP Company seem to be doing well, cos they'd better practice what they preach. We once coined a phrase “Always a Trainer, never a therapist”. Are they teaching you theory, or have they got the real-life experience to back it up? I was once on an NLP Practitioner course with 3 students, where they taught us an NLP Sales model, and I remember thinking if this stuff is so good for business, why are there only 3 students on the course?

9. Is there the option of coming back to assist?

Some companies invite you to come back and be an assistant on future courses, seeing as you're now one of their Practitioners. Can you? And if you can, will you have to pay for your expenses, or does the training company pay some of them? Do they pay you anything to assist them? Or do you pay for the pleasure?

Come back for free

Some courses even allow you to come back and repeat the training for a discounted price. That way you get preferred terms, and you can "brush up" on your skills every so often for a fraction of the original cost.

10. Is there a referral fee?

What if I know people who want to do the course? Will I get a commission if my pals sign up, as a thank you for referring them?

Are there any discounts if I bring a friend? Sometimes you can get a group discount. Safety in numbers! So remember to ask if there are group discounts for teams or colleagues?

11. Is there an NLP Practice group?

Is there a local group of people who get together to practice their skills, either before or after training formally? Lots of NLP companies have previous students who've formed an "alumni" or club to keep in touch, and to play with their NLP skills. If there isn't, maybe you'd be the one to start it?

Will I ever see or hear from my classmates ever again? We see this all the time – when you teach a group of people Rapport skills, guess what? They all go into rapport with each other. After a week together, or longer, they feel like they've known each other for years, and it's hard to break up at the end. Seriously! So will there be ways to stay in touch, or maybe work together afterwards? Practice Groups are ideal for that.

12. Do they offer Free Introductory sessions?

Some organisations allow taster sessions where you can get a feel for the trainers and their style. What a great idea – try before you buy. Maybe there are intro nights, or "meet the Trainer" events.

Can I meet the Trainer before I commit to a training? Are they running foundation courses, or maybe one day events that I can dip my toe in and get an idea of their approach.

If money's tight, that's maybe the only way to get in front of them?

What should you look for in the trainer?

The quality of your Trainer will have a major impact on your experience of NLP. So what should you look for? Well, at the very least they should be qualified, which means they have been certified as NLP Practitioner, NLP Master Practitioner, and NLP Trainer with a reputable training provider.

They also need experience in actually using NLP in a professional setting. It is possible to qualify as an NLP Trainer incredibly quickly. Personally, we wouldn't have complete trust in the expertise of a professional in any other discipline who had been learning only 9 months! So as a minimum we recommend looking for someone who has been around for longer, who has taken the training over a period of years, and who has some relevant work experience.

There are certain aspects of NLP training where the trainer's expertise is particularly important. One is the ability to give practical one-to-one demonstrations. This means that the trainer is able to work with an individual in real time with the rest of the participants observing, and show how practical change works in action. Such sessions can be the high points of a course, and they require high awareness, sensibility and skill on the part of the trainer. Asking people who have done the course about the success or otherwise of such demonstrations gives you an easy way to determine levels of skill and expertise.

A second important area is dealing with participants' questions and issues when difficulties arise. Their ability to deal with such matters sorts out very quickly the highly competent from those who are less so.

The rest will depend on your own preference and ethics. Trainer personalities will vary widely. Some trainers will be keen to help you with sales techniques to increase your influence, and offer you a model that stresses persuasive power and personal impact. Others will want to help you work more productively and successfully in business, with clearer goals and better relationships. Others will stress your personal growth as the way to increase success and happiness in all areas.

Their style needs to suit your learning preferences. How do you learn best? Do you enjoy lightness and fun in your learning? Do you prefer a more serious process-driven approach? Do you like working with someone who gets you to think and be creative? Do you want a fast pace that gives you lots of content, or a steadier pace that allows you to integrate the learning more fully?

You will learn best if you are comfortable with the trainer's style. You need to see them as a model of excellence. After all, you will probably pick up much of their way of being unconsciously, so it needs to be a model you approve of!

Finally, is your trainer interested in you personally? Do they go out of their way to make sure you are happy with the learning? When you speak to others who have studied with the trainer, what is their story? Did the trainer answer their questions helpfully? - have time for them? Did he or she seem to care about their progress and welfare? Was the trainer available when you were practising new techniques or between course modules?

13. Other costs or conditions to achieve certification?

Some courses require a separate certification fee, or sometimes a separate evaluation entirely – make sure you find out what you’re actually getting for your money.

[Look for hidden charges](#)

Are there renewal fees or other hidden expenses? There used to be horror stories in the NLP community of binding contracts that meant you had to pay a percentage of everything you earned from your NLP career back to the people who trained you, forever!

Some companies charge a cancellation fee if you can’t make the course you’ve booked for whatever reason. Others simply reserve your space and carry it forward so you can do a future training.

[14. Can I have Contact Names of referees to ask for their opinion of the training?](#)

Does the company offer the chance to talk to some of their previous students? Who better to talk to that folk who’ve already done that training.

Are there any testimonials available from previous attendees? Look at the websites and promotional literature. See if there’s a Practice Group. Does the company have a good reputation? Have you heard anyone talking about them?

[15. Are the Trainers insured?](#)

Do they have private and public liability insurance? An NLP training is an extremely safe place to be, but just in case, make sure they’re covered.

[16. Why do I want to learn NLP?](#)

Everyone’s got their own reasons for getting into Neuro-Linguistic Programming. What’s yours? Here are some examples:

Increased earning potential – you will come out with skills that you could use to earn a living as a Therapist, Life Coach, Trainer, speaker, and consultant, whatever.

Enriched job satisfaction – people find that they can apply NLP tools to their day job and it jazzes things up again.

Fulfilling personal and professional relationships – you get to know more about yourself and why you do what you do, and that helps you understand other people too

Vital physical health – the mind runs the body, and an NLP Practitioner course is extremely therapeutic! People change mentally, and usually physiologically too. The people leaving the course are visually different

A network of influential contacts – you’ll be part of the family, one of the Trainer’s Practitioners and you’re classmates are usually happy to help

Greater creativity – NLP teaches you how to think differently.

Endless problem-solving ideas – if you have 1 problem and we give you 7 solutions to it, guess what happens?

Increased self-confidence – you'll surprise yourself at what you can do, without even knowing you're doing it.

NLP offers specific and practical ways of making desired changes in your behaviour. If you're involved with communication and change in any way, then NLP offers something to you.

What do you want to use NLP for?

Do you want NLP for increased business success? Do you want to improve sales? Are you most interested in the therapeutic side of NLP or NLP for sports excellence? Is your focus NLP in education or perhaps you consider it an essential coaching tool?

To be fair, most Practitioner and Master Practitioner courses would claim to be general courses suitable for any application of NLP, but individual trainers will have a particular focus of interest and specific experience in using NLP in a range of contexts. These questions become important when you come to choose a trainer. Ask the training provider about their approach to the different applications of NLP. If they specialise in one particular aspect, check that it is the application you are looking for. It's important that the approach is wide enough to satisfy your learning goals as you expand your sense of what is possible with NLP

A Final Word

Finally, speak to the training providers. This exercise can tell you a lot. Do you have access only to office staff who have instructions merely to take as many bookings as possible. Are you able to ask questions of someone who is knowledgeable about the training? Are the trainers themselves available for questions?

This is the stage at which your intuition will serve you well. Do you trust this company? Do you have confidence that their deepest wish is for you to find an excellent training that best suits your personal requirements, or do you sense that they are employing sales techniques that discount you as an individual? What is your gut feeling? A key aspect of NLP is relations between people, and you will want the experts who offer you training to relate to you in a way that you respect and trust. If that is not happening, look for other training providers. You will know when you have found a training provider that you trust.

So, good luck with your choice!

I hope these guidelines help you make the right decision for you. Our intention is to tidy up the NLP community and make sure “newbies” are getting quality training from experienced Trainers. I wish you every success in your NLP studies, and if you have any queries about the contents of this report, call FREE on 0800 072 5792 Or have a look at our website at www.theNLPcourse.com

4 Steps to a reliable, trustworthy and unforgettable NLP Training experience that leaves you competent and confident in your NLP skills

If you're thinking about doing NLP, I offer these four recommendations:

Recommendation #1: Make a commitment to yourself to attend the first level of training – a certificated NLP course. The longer you put it off, the more expensive it will get and the more uncertainty you'll create in your own mind.

Recommendation #2: List your objectives. Do you want to work only on yourself, or do you want to feel confident working with other people too? Do you want to work with an honest, reputable company -- or are you willing to risk working with the company that offers you the lowest price -- knowing that company might not be in business tomorrow?

Recommendation #3: Ask questions. The way you learn about a company is to ask specific questions and listen carefully to the answers. This report has many pertinent questions that any reputable Trainer will be able to answer to your satisfaction.

Recommendation #4: Once you're satisfied that you're working with an honest, competent professional, call their office and ask to speak to them in person. Get a feel for them and trust your gut reaction – after all, NLP teaches you to trust your unconscious mind

By following these four recommendations, you'll gain all the information you need to make an informed, intelligent decision. If you want a quick, cheap NLP course, many companies out there will sell you one.

But if you want your training to be profound and impactful, then I invite you to call me. I'll be happy to answer your questions without obligation of any kind. To reach me, call **0800 072 5792**, or, if you prefer, just leave your name and telephone number and I'll be glad to return your call.

Here's one last point: I know that many consumers are sceptical about NLP companies. Before I got into the business, I was sceptical too. So in addition to dedicating my business to consumer education, I do one more thing as well.

I guarantee my work. That's right. I fully guarantee every training I do, as follows:

Our irresistible risk-free guarantee!

Back to the guarantee again. I want to make you an offer that is irresistible. I want to offer you a better package than anyone else offers. So, a couple of things about that.

As soon as I receive your deposit I reserve your place in any of my upcoming Practitioner courses, and then I'll send you the complete pre-study package, which is worth £500 alone, comprising your 31 Compact Discs and a comprehensive 193 page full colour manual. You get to hear a complete NLP Practitioner Course recorded live on CD, so you get to listen to the entire 10-day course before you even come on yours. That means we can get on with doing the practical stuff.

You then have the flexibility of the payment plan, where you can pay the balance in nine instalments. This is quite an investment. We like to make it as easy as possible for you.

If you're travelling a long way to do this course, we have a list of recommended accommodation, all within 20 minutes travel time of the Country Club. See the "Where?" page for our list of chosen hotels.

We do test you, in that we're grading you on is your competence levels and your confidence levels, and also your willingness to adopt the NLP attitude. And assuming that you pass the tests, you demonstrate confidence and competence and you have the right attitude, we will certify you as an NLP Practitioner – in only 10 days.

I'LL ALSO CERTIFY YOU IN HGE™ AT THE SAME LEVEL, AT THE SAME TIME!!

You then get a month of personal coaching with your trainers, to further implement all the things that you've learned in your course, to answer any questions and to develop a kind of direction that you want to take the stuff that you've learned in after that.

I will then subsequently pay you to come back on future trainings and assist other students to go through the course. That way you get to re-take the course and learn it on another level, and I actually pay you to do it. To my knowledge I'm the only Company who does.

I'll also pay you a referral fee, so that if you introduce people to me who will actually subsequently book a training, I actually pay you a commission of 10% of the course fee per head for doing that. Ask me for a referral certificate. That might be how you heard about me in the first place.

Now, if that's not enough there's the rest of the guarantee, which I've already covered. Everybody trained so far has been so profoundly impacted and impressed by what I've shared with them that they've all written glowing reports, and I've got pages and pages and pages of testimonies from people who have done my courses. The best advert, of course, is someone who has actually done it – so speak to my assistants, or come to one of my Introduction Evenings and talk to some of the people you meet there who're already Practitioners or Master Practitioners.

You'd be insane to do anything else!



Risk Free Protection # 1	Risk Free Protection # 2	Risk Free Protection # 3
Once you sign up, you will receive your pre-study pack. Read the manual, listen to the CD's and begin learning the attitude, methods and techniques of NLP + HGE™. If you decide at this point that you can't see any benefits from learning this material, send back the package intact and we will cancel your participation & refund your deposit.	If at any time prior to the course commencing you find that you can't attend, you may nominate a friend or colleague to take your place.	Once the course has started, if by day 10 we have not given you sufficient concepts, methods and insights to convince you that NLP + HGE™ will change the way you think and behave forever, just return all of your materials, including the completed test paper, leave the course discretely and we will refund your training fees. Or keep the materials and we'll refund the difference. If this is to be our last transaction, then at least let it be amicable.

Don't take my word for it. Listen to what our customers say.

Right after Thursday's exercise, there was a bit of me that intuitively felt that the old relationship was not over yet. It took about 48 hours before it dawned on me that I'd had no reaction to the events of Friday and Saturday at all. I felt absolutely nothing. I just observed what was in front of me and noted it. End of story. I still think about him constantly if my mind's not otherwise occupied, but I don't seem to have negative (or any) emotions associated with this person. In fact, driving home this evening a "certain song" came on the radio, and for the past year I would rush to switch it off immediately. This time it was halfway through before I realised what I was listening to. So that's progress too!

What can I say? I walked into the office this morning to be greeted by the exact picture I had created in my mind before the training. you asked me to visualise how the team would look, sound, feel and how I would feel. I'd written all of this down and guess what? They were all looking happy and relaxed, they were really focussed and there was a lively buzz in the room, they were so enthusiastic and professional. Now I know I can build a highly successful and profitable business. There is no doubt that we will achieve our profit targets and that the team will be (are already) taking full

responsibility for their own success.

Weight loss. Not quite sure what you did to me with that one, but suffice to say I've lost 4lbs in 10 days, so I would call that successful. I'm more or less doing what I've done before in terms of diet, but don't find it as much of a struggle and having had that initial loss, that's encouraging me to stick with it. So I'm very pleased with that, and by the time I come to see you on a live seminar I should be able to slide under the door with ease!

I feel privileged to be one of Jonathan's students as his amazing energy and pure love for what he does touches you profoundly. This course is not only about becoming an NLP Practitioner, but also about becoming a life practitioner. The tools and techniques you learn are life tools. Thank you.

Went to see Tony Robbins last week in London. He's a terrific presenter (as you said). It was a great experience although the extended sales pitch on day 3 got a little wearing after 3 hours. I'm glad I went although I personally got much more out of your course. The trance state enabled me to access my unconscious so easily and find clear, simple answers to what I needed to do to overcome my problems and move forward. I barely experienced a trance state at Robbins because every time there was the slightest danger of this happening we all had to jump up and down to loud music and massage a complete stranger! I did really enjoy that but I didn't get the same level of insights as I did with you.

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Problem is Jonathan doesn't come cheap. One of his 3 – 14 day seminars costs between £647 & £2587. A private appointment is £150 an hour.

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