

# THE

## ULTIMATE GUIDE TO

### SELECTING THE BEST NLP COURSE FOR YOU!

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# WELCOME

## From overwhelm to clarity!



Laura Evans, ABNLP Certified NLP Trainer

Like me, when I was searching for an NLP course you might be feeling a bit lost, confused or overwhelmed by the choice. Where do I start? What are all these levels? What do I need to ask? What are the differences between the governing bodies? How do I know if an NLP Trainer is any good? How long a course should I do? .... the list of questions goes on.... I get it :)

You are probably only going to take your NLP Training once and want to get the best quality training and the best value from your investment, right?

I wanted to pull together a guide to answer many of the questions we get asked everyday by people considering training with us AND the critical questions that nearly nobody asks .... and should!!!

I genuinely hope you find this guide useful. Whoever you decide to train with, I want this guide to support you to make an informed choice and get first-class NLP training.

If you'd like to discuss anything please get in touch!

*Best Wishes, Laura*

## Learning NLP Properly ....

Many people hear about the benefits of learning NLP perhaps from colleagues or friends, but are unsure of the best way of learning it themselves (Not sure what NLP is? - [watch this](#)).

Learning NLP is an experiential process. There are books that might spike your interest and build your awareness in NLP, but awareness is different to being able to use it. There are videos on YouTube that could also allow you to start to see NLP Techniques in action and further peak your interest - but you will struggle to replicate the results yourself. Online courses that are taught one way (where you watch videos and read manuals) will show you a process, but you don't get to ask questions to enable

you to seek clarity, are not given feedback from an experienced NLP Trainer to finesse your skill and you have no one to practice with (and miss the camaraderie of a live course - with like minded people).

In 2021 we saw NLP courses being delivered remotely 'online live' via Zoom etc. This saddened me because good NLP Trainers KNOW that Certified NLP courses are best taught live in person (many are already saying "we can't wait to get back into the training room"). I trialed this online format and the feedback from my delegates was it was no substitute. My standards are high and I won't compromise on quality - so I ONLY deliver our Certified Courses in person. (Want more detail? - [Watch this](#)).

# WHAT DO YOU WANT TO GET OUT OF IT?

*Have you stopped to consider what you want to get from attending an NLP Course? What do you want to be able to do after attending a course that you couldn't do before? How will it help in the achievement of your goals? Is studying NLP Course purely for yourself? Are you looking to help others?*

**Common reasons our students attend include ....**

## Personal Development



NLP can help individuals with challenges & overcome problems. People wanting help getting clarity, finding their purpose or being/doing/having what they want in their career, business an/or life.

## Professional Development



NLP is extremely popular with Leaders, professionals and entrepreneurs who truly want to understand themselves and others better. Helping them develop communication, influencing, motivation, presentation, sales and leadership skills.

## Coaching



NLP is used by Coaches around the globe. Existing Coaches attend for CPD or because they feel they have a gap in their toolkit. People who want to help others find NLP Coaching a great place to start & truly transformational.

**Curious about the different contexts NLP can be used in? - [check out these videos](#)**

# NLP TRAINING LEVELS

## Which level is right for you?

You firstly need to consider which level you would like to start at - either an introductory level course or Certified NLP Practitioner course. No prior knowledge is required for either - just an attitude of curiosity and a willingness to learn! Below I've explained the options in more detail.

Different providers may have slightly different 'progression ladders' through the certified level courses but all will follow the basic core of: Practitioner, Master Practitioner, NLP Trainer and NLP Master Trainer. Opposite is ours .... we split out our practitioner level into two courses (7 day NLP Practitioner and then 4 day Certified NLP Coach). It's really important to me that we spend plenty of time on all 4 disciplines I teach at this level - NLP, NLP Coaching, Time Line Therapy® & Hypnosis.

When selecting a provider you need to consider if they are able support you to go as far as you wish - if you fall in love with NLP as I did, will they support you to go all the way! How far you go depends on what you want to achieve - 75-80% of our students reach Masters level and stop there.

You would only become a Trainer if you wanted to run Certified NLP Practitioner or Certified Master Practitioner courses yourself (as I do). Being a Master Practitioner equips you with enough knowledge to be able to run NLP based workshops, create short NLP based courses and/or weave NLP into existing courses you run - it's just that you can't run certified NLP courses like Practitioner.



## Introductory levels

Introductory level NLP courses vary from a few hours to a few days. No prior knowledge or experience is required. The objective at this level is enable you to dip you toe into NLP, allow you to 'road test' the Trainer (helping you decide if they are right for you before committing to Practitioner) & to equip you with entry level skills you can use yourself. Often called Intro to NLP courses or Diploma Courses, we offer these online - [NLP Demystified](#), [Diploma in NLP Coaching](#) & [NLP Business Diploma](#).

## Practitioner level

Practitioner level is the first certified (formally recognised) level of NLP training providing personal development AND professional development. No prior knowledge or experience is required. You will cover core NLP skills and techniques equipping you with skills you can use to help others as well as yourself. Courses vary from 7-25 days (originally all NLP courses were 18-25 days classroom based training, but many providers now do a mix of pre-course home study & classroom training which enables the time commitment of face to face classroom training to be reduced - be wary of 7 day courses with no pre-course learning - you'll be missing out on valuable learning time). Our course for example is 50-60 hours of home study followed by 7 days of training for NLP Practitioner. Some providers offer additional practitioner level certifications such as Hypnosis, Coaching and Time Line Therapy® as we do. For us it's a further 4 days to gain these extra 3 certifications. Other providers offer 3 or 4 qualifications in 7 days - we do not subscribe to that model because it simply doesn't enable enough time to adequately cover the syllabus for the 3 or 4 certifications in my view. Whilst it might look more cost effective on the face of it, do you want cheap or do you want to learn NLP really well? Feel free to check out our [NLP Practitioner course here](#) and our [Certified Coach course](#) (which includes Hypnosis and TLT).

## Master Practitioner level

This level builds on the Practitioner level syllabus and also adds in significant areas of new material - e.g. values, meta programmes, Values Level Thinking etc. Some courses (like ours) provide the opportunity to complete full end to end 1-2-1 coaching sessions with a fellow student to integrate technique learnt in the classroom. Ranging from 9-20 days some are classroom based only and some (like ours) combine home study and then classroom learning. Some providers offer additional advanced Master Practitioner level certifications such as Master Hypnosis Practitioner, Master NLP Coaching, Master Practitioner of Time Line Therapy® as we do. If you are thinking of turning NLP into a business as a Coach or Therapist we usually recommend our students plan to train up to this level so you have the whole toolkit I have as a Master Coach. Feel free to check out our [Master Practitioner programme here](#).

## Trainer level

The Trainers Training programmes and evaluation range from 7 -20 days. It doesn't cover more NLP knowledge that we'd use in 1-2-1 work (e.g. coaching or therapy), more so it equips delegates with advanced NLP techniques to enable you to teach and certify NLP Practitioners and Master Practitioners. The course is designed to thoroughly assess the student's knowledge during the evaluation phase - usually via a closed book exam (mine was 7 hours long!), assessed presentations and assessed NLP Technique demonstrations (lasting 3-4 days). I do not offer this as a course within Unleash Your Potential, instead I offer a course called "Present like a Pro" which offers the advanced NLP Presentation skills off Trainers Training without the cost, time and commitment needed to pass Trainers Training Evaluation.

That said, I mentor any of our students wishing to progress to Trainer level ahead of training and assessment by the Tad James Company (both Unleash Your Potential and the Tad James Company are ABNLP accredited so you are following a globally recognised syllabus and following the same lineage of NLP throughout your trainings).

## Master Trainer level

Training takes between 3-5 years and the only advantage really is that as a Master Trainer you are certified to train Trainers of NLP. It includes supervision from a Master Trainer from the governing body you train under and typically costs £5k - £6k per year - so over 5 years making is around £25-30k (plus lost revenue in your own business and costs if you have to go abroad). You would only want to be a Master Trainer if you are planning on running NLP Trainers certifications and you'd need 10-15 Master Practitioners per course to make that work commercially.

### *Is there any advantage of me being trained by a Master Trainer?*

When you are looking for a Practitioner course you need to ensure your Trainer is a Certified NLP Trainer. Beyond that, what you need is an EXPERIENCED NLP Trainer who has got lots of training days under their belt and who can show you they have hundreds of happy students. You also need someone you warm to and will enjoy being trained by. You do not need a Master Trainer - remember the only difference between Trainer and Master Trainer is that the Master Trainer can certify NLP Trainers. You don't need that!



# CERTIFICATION BOARDS

## How do I know I'm training to a good standard?

The NLP industry is unregulated (as are other industries like coaching and hypnotherapy). What this means is the industry relies on self-regulatory bodies to decide on relevant standards & ethics. So NLP is governed, in the loosest sense, by what are called certification boards.

The 4 largest certification boards here in the UK are - ABNLP, ANLP, INLPTA and SNLP. Sadly anyone can set up a certification board and some unscrupulous Trainers have done so (I know because I caught one out!). So stick to Trainers recognised by the 'big 4'.

The standards are what the certification boards expect Trainers to assess their students against. When you see the term 'Certified NLP Training' it means that you'll get a certificate at the end. As long as the trainer is a member of the relevant board, the Trainer will place their board's seal on the certificate, enabling you to join that board (as you will have completed training accredited by that board).

The first thing to do with any training provider is to track down their website and look at their standards. Then locate the Trainer on the relevant certification board website. Then check out previous student testimonials on INDEPENDENT review sites - e.g TrustPilot or Google. Then see what else you can find out about the trainer - check Podcasts, YouTube, Books (I've got one coming out soon!), Awards they have (e.g. I'm a multi award winning Trainer). Get a feel for them.



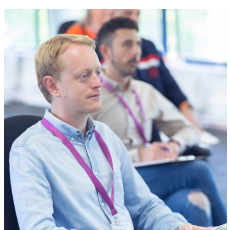
# BOARD STANDARDS

*What's required to become an NLP Practitioner?*



## AMERICAN BOARD OF NLP - ABNLP PRACTITIONER STANDARDS

Probably the largest certification board globally. Requires a minimum of 120 hours training in 'basic patterns' of NLP taught by an ABNLP Certified NLP Trainer. Pre-course study & Classroom training. Students demonstrate ability to utilise on self and others.



## ASSOCIATION FOR NLP - ANLP PRACTITIONER STANDARDS

The ANLP is a UK based certification board. To join as a professional member you need to have attended a minimum of 50 hours of face to face training at the Practitioner level. Hold a Practitioner certificate, 3 client testimonials, have insurance in place & sign the ANLP code of ethics.



## INTERNATIONAL NLP TRAINING ASSOCIATION (INLPTA) PRACTITIONER STANDARDS

An international board who only offers the longer form Practitioner courses. Requiring 130 hours tuition over a minimum of 15 days they don't typically have pre-course study and students must successfully meet the competency standard.



## THE SOCIETY OF NLP - SNLP

Established in 1978 and was the original board. They do not require pre-course study and Practitioner courses are usually 7 days long - so I estimate training to in the region of 50 hours in total.

NOTE: I was not able to locate a webpage with SNLP practitioner standards on.

Please do your own due diligence on any provider you are considering!

(I have used reasonable care to ensure the information on this page is accurate to the best of my knowledge based on my research at the time of writing, but you should do your own research and I accept no liability for any damages arising out of the use of information contained in this ebook)

# PICKING A PROVIDER



So you've decided on the entry level course that's right for you (intro or Practitioner) and you've selected the certification board you want to train under ... now it's time to select a provider ....

## How NOT to pick a provider ....

This might seem an odd place to start, but I see so many people selecting providers based on the wrong criteria ....

### **✗ GEOGRAPHY/LOCATION**

You are probably only going to attend your NLP Training once. So you want to travel to train with the right provider and Trainer for you. This isn't an investment in one annual holiday, this is an investment in your future and it may be best for you to travel. There are advantages also of being away from home - you're away from usual life distractions and can focus 100% on getting the most out of the training. If cost is driving a decision to stay local - many hotels or air BnBs have great offers if you book in advance. We have people who travel from all over the UK to train with us - if they can make it work I'm sure you can too!

### **✗ PRICE/DISCOUNT**

You will find a variety in the investment required to attend a Certified NLP Practitioner course. Some Trainers artificially increase their prices so they can show a discount making you think you'd had a good deal, others leave off the VAT to make themselves look more competitive. Some are really expensive offering the 'big names' when you find out they only teach the odd day. Do look for discounts for multiple course bookings and always ask if paying via interest free monthly instalments is an option to help with affordability. Just because something is less or more expensive it doesn't necessarily mean it's the best for you!

# SELECTING YOUR TRAINER

The quality of the trainer has a major impact on your learning. You should check out ....



Experience: (a) Training and (b) delivering NLP courses? (not just years - courses run, people trained etc)



Are they qualified? Check they are registered with one of the 'big 4' bodies.



Are they a busy trainer? Do they have a full schedule? Is this their main job or are they occasionally running courses? (and might get rusty)



Ask if it's possible to speak to the Trainer - prepared some questions? (get a feel for them - do you want to spend 7 days with them?!)



If there are multiple trainers ask for a breakdown of how many hours/days each trains? (e.g. the 'big names' won't train the whole course)



How do they use NLP themselves in practice and does it fit with how you want to use it? (e.g. in business, coaching, therapy, sport, sales etc). Their experience will influence who else they attract & the examples they use on the course.



Check them out online - listen to their podcast, watch their YouTube videos, read reviews on their training - do you like them and their take on things? Does their personality and style work for you?



# THE CHECKLIST

Use this checklist to compare NLP Providers for Practitioner courses.

Unleash Your Potential

<b>Accreditation &amp; Certified Training</b> Is the NLP School AND Trainer certified by one of the 'big 4'? Recognised globally? Recognised for insurance?	Yes - ABNLP (global body)  Yes - Insurance		
<b>Trainer Credential</b> Qualified? Other Qualifications? Experience of using the techniques? Background? Testimonials? Talk to Trainer?	Qualified. Use in Business, Coaching & Leadership. Testimonials available on TrustPilot		
<b>Course Delivery</b> Timescales? Home Study? How many days? Format (consecutive or modular)? Residential? Assessment? (written/observed)	7 consecutive days following 50-60 hrs pre course study & passed quiz. Observed on course.		
<b>Group size &amp; Trainer/Assistant ratio</b> What's their maximum & typical group size? What's the ratio of Trainer/Assistants to students? Assistant qualifications?	Max. 18 - typically 12-14. Typically 1 Trainer/Assistant per 8 students. Assistant - Coach/Master Prac		
<b>Course Content</b> Does it follow board syllabus? Traditional NLP? Multi Certified - if so how many?	Yes - follow syllabus  1 certificate over 7 days - NLP Practitioner		
<b>Logistics / Location</b> Where is it? Close to motorway? Free Car Parking? Accessible by public transport? Accommodation on site/locally? Dining Options - lunch/dinner? Refreshments?	Cardiff. 5 mins from motorway. Train station 12 mins away. Accommodation on-site. Refreshments included. Lunch/Dinner available to purchase.		
<b>Community &amp; Pre/Ongoing Support</b> Are their social events on the course? What is the support afterwards? Ongoing events? Is there pre-course support?	Unlimited pre-course support. Access to Facebook group ongoing. Annual event. Dinner on course.		
<b>Price / Investment</b> What's included? (audios, manual, live training, certificate) Pre-course study yours for life? What's the price including VAT? Repeat days for free? How long has business been trading?	£1,400 (inc VAT). Included: 7 days training, Pre-course study for life & refreshments. Refresh odd day for free. Business set up in 2014.		

# THE ULTIMATE LIST OF QUESTIONS!

This is the ultimate list of questions to enable you to make the best decision for you ...

## Questions for you ...

- What do I want from the course?
- Do I want a certified course or simply an introduction?
- Will I use NLP purely for myself or would I like to help others?
- Do I want to study totally face to face or would I be happy learning some theory from pre-course audios and other forms of pre-course study?
- Would I prefer to study in one block (immersive training) or modular (which takes longer - typically a few days a month over say 6-9 mths)?
- What size group would I prefer? (courses vary from 8 -500 people!)
- How much am I willing to spend?
- Am I interested in doing a course that's internationally recognised?
- How important is location? - am I prepared to travel to get the best for me?

## Questions for your Provider ...

- How many days is your practitioner course?
- Do you offer just the Certified NLP Practitioner course in [7] days or do you offer the 3 qualifications in [7] days?
- How do you assess students are competent?
- Does everyone always pass? (what if they don't?)
- What NLP board are you affiliated to?
- What forms will I need to sign before I attend the course?
- Where and when are the practitioner courses running?
- How much is the course? (inc VAT and what's included and what's not)
- What's your background, who did you train with and how long have you been training and how many students have you trained at Practitioner level?
- What level of support is there on the course? What certification level are your course assistants? What's the ratio of students to assistant/trainer?
- What pre and post-course support do you provide?
- How long does the pre-course study take? (so I'm well prepared)
- Can I speak to previous students?
- Where can I see written testimonials online? - [TrustPilot](#), [YouTube](#) or Google? (note written testimonials on websites are not reliable)
- Can I refresh my training in the future? - is there a cost for this?
- Who is the lead trainer and how much of the course do they deliver?
- What options are there to continue my NLP studies beyond Practitioner?
- What kind of support is there after I complete the course?
- Can I speak directly with the Lead Trainer? (even if you choose not to!)

# ABOUT US



Unleash Your Potential Ltd was set up in 2014 by Founder & Lead Certified NLP Trainer, Laura Evans. Our mission is to help people like you to unleash their potential in Business and Life. Laura spent 15 years working in various strategic and operational HR, Coaching & Leadership development roles before becoming a full time Trainer of NLP, NLP Coaching, Time Line Therapy® and Hypnosis. During this time she has delivered hundreds of courses and coached at all levels in business. Laura has been working with NLP since 2008 and has a natural talent in making the complex seemingly easy. Her sense of fun, energy and passion set her apart from her competitors. She is the Coach and Trainer that other Coaches and Trainers turn to for advice. She continues to have a small coaching practice, is an ILM Level 7 executive coach and holds a range of other qualifications. Laura's testimonials about her courses speak for themselves ... she is also a multi award winning Trainer!

Why Train with Unleash Your Potential? - [Watch what our students say here ...](#)  
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# THANK YOU!



**I genuinely hope that this guide to selecting the best NLP course for you has been hugely valuable ....**

If you'd like to discuss anything in this guide or would like to find out more about our courses please feel free to contact us:

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