



Unleash Your Potential Ltd

Welcome to Unleash Your Potential

CERTIFIED NLP TRAINING COURSES



Unleash Your Potential in Business & Life

COURSE BROCHURE



www.unleashyourpotential.org.uk

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For more information or to book, please call us on: 02920 023311
Or visit us at: www.unleashyourpotential.org.uk



WELCOME

Congratulations and welcome to Unleash Your Potential

By reading this you have taken the very first step on the road to improving your life and the lives of others. I discovered NLP, many years ago. I attended a Tony Robbins event, started exploring Neuro Linguistic Programming (NLP) articles and videos – I was amazed at how quickly people could change their thinking and change their results. In 2008 I started formally studying NLP for my own development.

Since I was a child, I'd always loved helping others learn. Then it hit me - after 15 years in HR & Training roles in the corporate world – I knew what I needed to do – set up a business to help people unleash their potential. I'd always had a dream of heading up my own business and with NLP I had the tools to make it a reality and transform people's lives, literally.

I found out that NLP was about taking control of my life, about learning how to communicate really well, about learning ways that we can be in control of our state and hence our behaviour at any time. It is about learning how to define and write a 'real' goal and how to achieve it. It turns dreams into goals and goals into things we achieve. It shows us how to remove all that emotional 'baggage' that we've carried around for years, emotional baggage that affects lives negatively every day.

NLP shows us how to build deep and lasting rapport with others at the unconscious level, something that is essential if we wish to communicate effectively. We then start to understand the conscious use of language and how what people say is often not what they mean. It's about understanding the strategies that we and others use for everything we do in our lives AND we learn ways that we can change strategies that are not effective or useful.

“Laura is one of the NLP rising stars in the UK. As an NLP Trainer, she shows a great understanding of NLP and its application, in addition to being passionate about sharing NLP with those she works with. I hear great things about her courses! I highly recommend Laura to serve and guide you either personally or in business.”

Tad James (2016)
American Board of NLP (ABNLP)



WHY CHOOSE US

Who should come on an NLP course?

Anyone who wants to make changes in their life, achieve more and lead a fulfilling life should attend a Practitioner course. In the current economic climate it's essential we all do things differently to achieve better results in every aspect of our lives. NLP can help us do just that!

Whether you are interested in improving yourself purely from a personal development point of view or in business, therapy or education you will find the NLP Practitioner course an invaluable experience. Incidentally you don't have to take my word for it, read on and you will see what others have said once they have taken the course.

We have all types of people on our courses. We have had housewives, businessmen, teachers, trainers, therapists, counsellors, unemployed, barristers, accountants, salesmen, directors, actors, social workers, consultants, people who have just been made redundant, managers, directors, nannies and parents. I could go on, but I am sure you can see that anyone and everyone can, and does, come on our courses.

“ So if you have a desire to be an excellent communicator, enjoy a fulfilling life by excelling at whatever it is you choose to do and are ready to change the way you do things then this course is for you! **”**

See you soon,

Laura Evans

Laura Evans - Managing Director & Master NLP Trainer at Unleash Your Potential Ltd
MABNLP. MABH. MTLTA. BA(Hons). MCIPD. MIstILM. MIoD



Neuro Linguistic Programming (NLP) Training Courses

OnDemand Intro to NLP Courses

Certified NLP Practitioner Training

Certified NLP Coach Training

Certified Time Line Therapy® Training

Certified NLP Master Practitioner Training

Certified NLP Trainers Training



Laura Evans - Managing Director & Lead Trainer at Unleash Your Potential Ltd

WHY CHOOSE US



Why Choose Unleash Your Potential for your NLP Training?

There are several reasons why we achieve such high standards on our courses. The following are a few of them:

- Our high standards, quality of our trainers, and experience of our course assistants
- We are multi-award winners including: 'UK's Leading NLP Training Provider' - 22, 23, 24 and 2025.
- The choice of courses & dates we offer. Delegates are referred to us from across the UK & abroad
- We are a dual accredited NLP Training School - accredited by one of the largest governing bodies globally the 'ABNLP' and the largest in the UK the 'ANLP'. Laura is also IFNLP Accredited. These accreditations give you confidence lots of professional NLP bodies think what we do is great!
- We pride ourselves on excellent customer services (we are Customer Excellence Award winners)
- We're one of the very few organisations able to offer the full range of NLP, Time Line Therapy™, NLP Coaching and Hypnosis courses – giving our delegates even more tools in their toolkit to help them be successful and help others do the same
- Our lead accreditation is the the global governing body, the American Board of Neuro Linguistic Programming (ABNLP). Laura is one of only eight NLP Master Trainers for the ABNLP in the UK
- Our Lead Trainer, Laura Evans is one of the most experienced NLP Trainers in the UK - Unleash Your Potential turned 11 years old in March 2025 and we've trained 900+ people in that time
- All our students WANT to be there – we do not accept people being 'sent' on our courses
- We support our students with their pre-course study during their bonus coaching call and most importantly after courses - you can join our supportive community of NLP Professionals
- Laura is the first Master Trainer of NLP in the UK for the International Federation of NLP (IFNLP)
- We have a particular way we ask our students to do the pre-course study – and this way enables our students to achieve great things on the course!
- We are not just a certificate factory we want you to be able to actually use the toolkit you learn
- We will only train small groups of people. In our opinion this gives the right balance between group dynamics and personal attention from the Trainer. This way we ensure that everyone gets the coaching they need to come up to the required standards
- All our Trainers & Coaches are passionate about NLP and the benefits that people can gain from its use and having knowledge of it. All of our Trainers & Coaches could tell you story after story of people doing remarkable things with their lives following one of our NLP courses
- Unleash Your Potential is known for its industry leading Certified Coach and Master Coach Training. However whether you are there for coaching, personal development, therapy, education or business the courses will be totally applicable to you
- You can talk to the Lead Trainer, if you wish, before booking (or at any time). We think it's important for prospective delegates to get a feel for the person they will be trained by
- We practice what we preach. Our Trainers work not only in personal development, but also in therapy, business and life coaching. All our Trainers do 'other' things with their NLP knowledge away from the trainings to ensure constant enhancement of their skills
- Our offices are always staffed to enable our clients to ask any questions or have their enquiries dealt with efficiently - you'll be given our Operations Manager's mobile number!
- For delegates who want to create NLP Coaching, Therapy or Training businesses, we feel passionately that we should help them get off onto the right foot. We are one of only a handful of UK NLP Training schools which offer access to extra courses in how to set up & run a successful NLP business and how to make sales easy with NLP via Laura Evans Coaching & Mentoring Ltd
- We are the only UK Training school we know of offering the possibility of Coaching Supervision to our training course delegates after their Master Practitioner Training and access to CPD training to support their professional development



MEET YOUR TRAINER

Laura Evans

Your Lead Trainer and Founder of Unleash Your Potential Ltd, Laura Evans, earned her Master Trainer of NLP status with the ABNLP & IFNLP after many years of NLP training and time spent honing her skills.

Laura spent 15 years working in various strategic and operational HR, Coaching & Leadership Development roles across various sectors before deciding to become a Full Time Trainer of NLP, Hypnosis, NLP Coaching and Time Line Therapy™. During this time she has delivered hundreds of workshops and trainings, and coached at all levels in business

She's been working with NLP since 2008 and has a natural talent for personal and organisational development. It's her sense of fun, energy and passion for what she does that sets her apart from her competitors – "it's contagious!" She drives herself to be the best at what she does and therefore trained with "the best"

Laura's knowledge of NLP and surrounding subjects is remarkable and her ability to impart complexity into simple Language, is a rare talent. One of the possible reasons she's admired by many for her knowledge and skill is because she's spent time developing what she teaches in all her coaching and training practice (both with private and corporate clients). She's the person other Coaches and NLP Trainers come to for advice.

You will find her training fun, fresh, exciting and easy to understand. Her business background and experience means that she brings real business acumen to what she does. Her focus is on having her students exceed their own expectations of themselves and become the person they want to be. Laura's trainings are intensive (you'll work hard), fast moving, pragmatic and highly interactive.

Laura coaches in executive, business and life coaching arenas, as well as designing and delivering corporate training. She's also well known for her expertise in Myers Briggs and is an ILM Level 7 qualified Executive Coach and Mentor. Laura is also a Chartered Member of the CIPD (Chartered Institute of Personnel and Development) and delivered Management Development courses during her time in HR. She's a Member of ILM (Institute of Leadership and Management), a member of the Association of Coaching and a Member of the Institute of Directors. She is also a trainee Coaching Supervisor having completed a course accredited by the ICF, AC and EMCC.

LAURA'S QUALIFICATIONS

Certified Master Trainer of NLP

Certified Trainer of Hypnosis (ABH)

Certified Trainer of Master Time Line Therapy™ (TLTA)

Certified Trainer of NLP Coaching (ABNLP)



Call Lyn on 02920 023311
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@lauraevansuyp



Unleash Your Potential Ltd

Welcome to Unleash Your Potential

CERTIFIED NLP TRAINING COURSES

NLP PRACTITIONER CERTIFICATION - COURSE OVERVIEW

COURSE DETAILS

NLP Practitioner Certification

7 Day Course

In Person or Online Via Zoom

*Accredited by the American
Board of Neuro-Linguistic
Programming & Association of
Neuro-Linguistic Programming*

*No prior experience required -
just an attitude of curiosity and
willingness to learn!*

NLP PRACTITIONER CERTIFICATION - COURSE OVERVIEW

Many years ago people used to spend 20 days on an NLP Practitioner Course.

Then in the early 1990s, Tad James, one of the most eminent people in the world of NLP designed an NLP Practitioner Course which involved pre course study AND face to face training.

He found that because people could listen to the CDs in their own time (and listen to them again if they didn't understand them first time) that people arrived on the training with a really good grasp of the theory of NLP. Then on the training they could focus most of the time on the practical elements of NLP.

This is the format of the course we use today – of course the content has evolved and we now provide unlimited access to the audio tracks via our online platform, but the format is the same.

Starting your training at home, in the car or in the office as soon as you sign up means that you don't have to spend 20 days doing training - it's just 7 days.

Our Intensive NLP Practitioner course exceeds the standards laid down by the ABNLP and is consequently approved by that certification board. We are also delighted that the ANLP have also accredited our NLP Practitioner course (with the IFNLP expected to be added in due course).

We pride ourselves on providing award winning customer service and quality training - we want to help you excel whether that's for your own personal development or helping others as a Coach, Leader or Professional.

**For more information or to book, please call us on:
02920 023311**



This is what your course consists of:

You will receive your log-in for the pre-course audio study tracks within a couple of hours of signing up and we'll dispatch your manual to you shortly after. By listening to the audio programmes in your own time you can learn as quickly or as slowly as you choose. The major benefit of this is that when you come on the Practitioner Course you will then be able to spend the time practising and refining the techniques that you have learned.

The course is very much hands on and you will leave confident in your abilities. This is most unlike many NLP courses where the practical side is given less time. We feel it is so important to become really familiar with the techniques associated with Neuro- Linguistic Programming and unlike other courses Laura spends time really bringing the content to life for delegates with stories and examples of their many uses (starting hearing some of these right now on our [NLP Talks](#) Podcast).

In addition to being Certified as a Practitioner of Neuro-Linguistic Programming from a course certified and approved by the ABNLP, you will also study subjects above and beyond the minimum standards laid down by the ABNLP for a Practitioner Training. During your NLP Practitioner Training you will discover how to use NLP applications in: - All types of communication - Business - Personal Development - Therapy and Relationships - Education and Learning - Your everyday life.

Our aim for you is to leave the course as not only Practitioners of NLP but EXCELLENT Practitioners of NLP. We go that extra mile in your training. You will be offered a one-to-one coaching call ahead of your course to help you prepare and seek any support with the pre-course study. You will also be invited to join our NLP Community online for further support where you'll be amongst other like minded NLP Professionals Laura has trained.



2025/2026 DATES

7th - 13th September - Cardiff, Wales
 2nd - 5th Oct & 23rd - 26th Oct - Online
 6th - 8th Feb & 27th Feb - 2nd March - Online
 10th - 16th May - Falmouth, Cornwall
 5th - 7th June & 26th - 29th June - Online
 20th - 26th September - Falmouth, Cornwall
 16th - 18th Oct & 6th-9th Nov - Online

COURSE DATES



Course times: 9.30am - 5:30pm
 (we may run over to cover the day's topics)

Optional practice sessions before training
 on selected days for extra support

Free on site Hotel parking
 Pre-course study included Course
 Manual and Certificate

COURSE PRACTICALITIES

NLP PRACTITIONER - COURSE CONTENT

Enhancing Your Sensory Acuity:

- ✓ Understanding how to develop your sensory acuity so you really know what's going on with the other person
- ✓ Learn to recognise and notice all the tell tale signs that people show and how they indicate state changes



Understanding Internal Representations:

- ✓ How the world is represented inside our minds. Understanding Visual, Auditory and Kinesthetic representational systems
- ✓ Learn how to use and match language predicates to take communication to a new level
- ✓ How other people represent the world and how to really communicate with them effectively and persuasively
- ✓ How to increase utilisation of your brain
- ✓ Understanding beliefs and how to change limiting beliefs really easily
- ✓ How to change your internal representations using sub-modalities and thus change how you feel about particular things quickly and easily
- ✓ Learn how to use Swish Patterns to change habits or behaviours that happen in a particular context
- ✓ Understand eye patterns and eye accessing cues to understand how a person thinks
- ✓ Learn how to help someone rid themselves of a Phobia really quickly



Understanding Strategies and their Impact on Human Behaviour:

- ✓ Understand how these strategies impact learning
- ✓ Discover a person's buying and decision making strategy (vital in sales)
- ✓ Learn how to elicit a person's convincer and reassurance strategy and how then to utilise it to convince and reassure them
- ✓ Find out how we use strategies and how we can change the less than perfect ones
- ✓ Understand relationship strategies
- ✓ Learn how to elicit, change and install strategies
- ✓ Learn how to change someone's spelling strategy to assist them on the way to becoming an excellent speller



“My whole life outlook and approach has changed significantly for the better since attending the NLP Course with Laura...”

Louise - Attendee of NLP Practitioner Course

Video Testimonial: Louise, Associate Director

Please refer to the *Unleash Your Potential* YouTube channel for this video testimonial

NLP PRACTITIONER - COURSE CONTENT Cont.

How to Create Change in Yourself and Others:

- ✓ Understand and change your beliefs to empower yourself
- ✓ How to take control of the links between your mind and your body
- ✓ How to set well formed goals and outcomes that you will achieve
- ✓ Enable others to set goals in their personal and business life that will give them success
- ✓ Understand how to rid yourself of any emotional baggage to enable you to go forward in your life with no hindrance

How to Create Deep Rapport:

- ✓ To be an effective communicator you need to build rapport easily. The lesson is simple, no rapport = no effective communication

So in this section you will learn:

- ✓ The Indicators of Rapport using sensory acuity
- ✓ How to match and mirror physiology for instant rapport
- ✓ Pacing & Leading
- ✓ How to create rapport with a group
- ✓ How to build rapport using auditory skills – so important when using the telephone
- ✓ How to create rapport using language

Master Language & Communication:

- ✓ Understand how to use language so effectively that you will be able to communicate both consciously and unconsciously. Remember all learning, behaviour and change happens at the unconscious level
- ✓ Learn advanced questioning skills to really understand the other person's viewpoint and thus enable change to occur
- ✓ How to disagree elegantly and still maintain rapport and control
- ✓ Learn how to uncover hidden agenda
- ✓ Discover how to deliver your point of view effectively and without resistance

- ✓ Elicit the state of curiosity with your listeners so that what you are saying becomes really interesting
- ✓ Understand how to use metaphors to cement your point and to install your message unconsciously
- ✓ Understand the Hierarchy of Ideas – the concept of how people use different levels of language from big picture to detail. Learn how to adapt your language to others to communicate really effectively
- ✓ Learn the delights of Milton Model language and its delicious vagueness. Incredibly useful not only in hypnosis but in presentations too!
- ✓ Understand the use of Meta Model specifics. Here you will learn how to recover lost information in some one's speech with simple questioning
- ✓ How to use all these language skills to influence and negotiate

Key points about this course:

- ✓ **No previous knowledge or experience required**
- ✓ **Pre-course study is included and yours to keep for life!**
- ✓ **Maximum 18 delegates**
- ✓ **Certified NLP Practitioner Qualification**
- ✓ **Practice in a safe environment with feedback**
- ✓ **Join the ABNLP or ANLP as a Professional Member upon successful graduation***

*additional fees apply

NLP PRACTITIONER - COURSE CONTENT Cont.

Discovering the Power of Association with a Specific Stimulus - Anchoring :

In this section you will learn how to control your own state at all times –vital if you wish to be in control of your behaviour:

- ✓ Learn the keys to anchoring someone effectively so that they can recall that state at any time
- ✓ How to chain anchors to create change from a 'stuck' state like procrastination and drive it into motivation
- ✓ How to build personal resource anchors so you can change your state when you wish
- ✓ How to use anchors in relationships and understand how we are subject to good and bad anchors all the time

How to Resolve Internal Conflict

- ✓ Learn easily the art of parts integration to eliminate internal conflict
An internal conflict is where some of the time we believe something about ourselves and some of the time we believe the opposite. By ridding yourself of any internal conflict you will have so much more energy to expend on things that you want in life
- ✓ Create total alignment in your life

Re-framing

- ✓ Learn a variety of re-frames that will allow you to change, to soften and shake up an objection or statement
- ✓ Discover the NLP Negotiation Model

Presentation Skills

This section is for people from all walks of life. Presentation skills are required even if you are coaching someone on a one to one basis.

- ✓ Learn how to present effectively whether its on a one to one basis or to an audience of 2000
- ✓ Learn how to be in control of your state at all times
- ✓ Learn how to install your message unconsciously
- ✓ Learn the 4 mat system – a way of structuring what you want to say in a way which conforms to how the listeners mind operates
- ✓ Learn how to install states in your audience

NLP Practitioner Certification - Course investment:

UK TRAINING PRICES (Special Deal for Private Individuals)

£1,695 (inc VAT)

Normal NLP Practitioner course rate & Corporate Rate

£1,950 (inc VAT)

****ALSO SEE PACKAGE DEALS AT THE BACK OF THE BROCHURE****



“ I felt guided and confident throughout the entire course and came out feeling 10 feet taller and able to achieve my goals. ”

Lisa - NLP Practitioner Course



“ I knew that an instructor led program was the way to go and Laura is just a brilliant trainer. ”

Melanie - NLP Practitioner Course



“ A voyage of self - discovery. Life changing. Laura's expertise is phenomenal. ”

Paul Williams - NLP Practitioner Course



Unleash Your Potential Ltd

Welcome to Unleash Your Potential

CERTIFIED NLP TRAINING COURSES

CERTIFIED NLP COACH - COURSE OVERVIEW



COURSE DETAILS

Certified NLP Coach 4 Day Course

In Person or Online

*Incorporating – NLP Coach
Certification*

*Time Line Therapy™
Practitioner*

Hypnosis Practitioner

*Note: you must be an NLP Practitioner
with Unleash Your Potential or another
ABNLP Trainer known to Unleash Your
Potential to be eligible to attend*

CERTIFIED NLP COACH - COURSE OVERVIEW

On this **FOUR DAY PROGRAMME** we take what you have learned on the NLP Practitioner Course and build on it.

NLP Coach

In the NLP Coach section you will be given a structure for coaching utilising your skills of NLP and Time Line Therapy™. You will learn how to approach coaching, how to resolve the issues with the client and then how to structure and price coaching sessions.

Following completion of our **EXCLUSIVE** pre-course study created specifically by Laura for our programme, the four days of live training are packed full of practical exercises and, as usual, massive on personal development as well as giving you useful qualifications and learnings.

Benefit from Laura's vast experience as a qualified Coach over many many years. Having done ILM level 7 training herself, it wasn't until she trained in NLP that she felt she was really equipped to help her coaching clients.

Included is a Q&A session to ensure your Coaching questions are answered by our Lead Trainer, who freely shares her top tips and experience both as an In-House Coach in organisations and as a Freelance Coach.

For full details of the content of the courses see our website under Time Line Therapy, Hypnosis and NLP Coach Courses (they are on separate pages).

**Please note – these courses get full way in advance.
The message is, if you want to do this course then
book very early indeed!**

**For more information or to book, please call us on:
02920 023311**



Time Line Therapy™

On our NLP Practitioner Course you will have experienced Time Line Therapy™ and will have had an experienced Coach take you through the process to let go of the 'big' five Negative Emotions of Anger, Sadness, Fear, Hurt and Guilt. You will have had an opportunity to observe a Coach taking another student through the process too so that you know what 'good' looks like ahead of this course. On this course you will learn how to do Time Line Therapy™ processes with a 'real' client yourself.

How to pre-frame them, how to teach them how to do Time Line Therapy™ and you will learn all the skills of re-framing the learnings on the Time Line. You will learn how to help clients let go of limiting beliefs, put goals in the time line, how to teach the client the anxiety model and how to move the time line. All this will allow you to work on a one to one basis with a paying client.

In this section we will also make the link for you between NLP Coaching and Time Line Therapy™. As you will appreciate, a client who is in need of coaching normally has unresolved issues from the past and to be able to use the skills of Time Line Therapy™ with that client will totally enhance the coaching.



2025/2026 DATES

11th - 14th July - Online
 14th - 17th Sept - Cardiff, Wales
 27th - 30th Nov - Online
 20th - 23rd March 2026 - Online
 17th - 20th May 2026 - Falmouth, Cornwall
 17th - 20th July 2026 - Online
 27th - 30th Sept 2026 - Falmouth, Cornwall
 27th - 30th Nov 2026 - Online

COURSE DATES



Course times: 9.30am - 6pm
 (we may run over to cover the day's topics)

Free on site hotel parking
 Manuals and Certificates

COURSE PRACTICALITIES



Best thing I've ever done, the course helped me to build up my confidence and I now help so many others through my coaching.

Colita - Attendee of NLP Coach Course

Key points about this course:

- ✓ 4 Days of Certified Training, leading to 3 Certifications
- ✓ Certified NLP Coach Qualification
- ✓ Time Line Therapy® Practitioner Qualification
- ✓ Hypnosis Practitioner Qualification
- ✓ Maximum 18 delegates

Hypnosis Practitioner

Learn the art of Ericksonian Hypnosis. You will take the language skills you have learned on our NLP Practitioner Course and learn how to use them to induce trance in your client, how to put in post hypnotic suggestions, how to deepen trance and how to do self hypnosis.

Also you will learn when to use hypnosis and when not to! Our hypnosis course gives you the confidence and ability to work with a client using hypnosis. Another reason why many people like the hypnosis course is because it sharpens up the linguistics and your language becomes a lot more precise!



Certified NLP Coach - Course Investment:

Investment is £1295 (inc VAT) when booked individually (i.e. not as part of a package).

****ALSO SEE PACKAGE DEALS AT THE BACK OF THE BROCHURE****



“Another amazing learning opportunity that delivered over and above expectation to further my skills. Now to deliver the Time Line Therapy™ for the clients on the waiting list.”

Jeff, Director & Certified NLP Coach



“Laura’s business title is completely applicable for what she does, what she does is unleash your potential.”

Kevin Dwyer, Motivational Speaker & Certified NLP Coach



“An amazing experience ... it’s taken things to a whole new level after the NLP Practitioner with Laura - I highly recommend you do it!”

Nicola Rae-Wickham, Coach for Women at A Life More Inspired & Certified NLP Coach



Unleash Your Potential Ltd

Welcome to Unleash Your Potential

CERTIFIED NLP TRAINING COURSES

MASTER PRACTITIONER PROGRAMME - COURSE OVERVIEW



COURSE DETAILS

Certified NLP Master Coach

14 Day Course

Incorporating – NLP Master Practitioner

Time Line Therapy™ Master Practitioner

NLP Master Coach

Hypnosis Master Practitioner

Note: you must be an NLP Practitioner & Certified NLP Coach with Unleash Your Potential or another ABNLP Trainer known to Unleash Your Potential to be eligible to attend

MASTER PRACTITIONER PROGRAMME - COURSE OVERVIEW

The ultimate personal development experience which will help you make lasting change, unleash your potential AND enable you to help others change easily and effectively should you wish!

This 14 day course is separated in three sections. Two blocks of 3 days live online, and a block of 8 consecutive days in person. The course is accredited by ABNLP (American Board of NLP), ABH (American Board of Hypnosis) and the TLTA (Time Line Therapy™ Association).

Why do this course?

If you think Masters is much the same as NLP Practitioner, then think again!! Someone once described NLP Practitioner as where we lay the foundations for personal development. We knock off a few beliefs, resolve an inner conflict and give the client or student the idea that change is possible. In other words we lay the foundations.

At Masters level we are interested in several things. Firstly finding the unconscious problems that lie behind conscious issues and resolving them with linguistics. Then aligning the client's values (and removing their away from values) to their goal and thirdly resolving issues in the clients values level thinking and then aligning that to their goal.

Masters is NOT like Practitioner. It takes personal development to an entirely different level whilst giving you the tools to be able to help others change around you, should they so wish.

**For more information or to book, please call us on:
02920 023311**



DATES

Autumn 2025:

Weekend 1 - 26th - 28th Sept - Online
Weekend 2 - 17th - 19th Oct - Online
In Person Training: 9th - 16th Nov - Cardiff, Wales

Summer/Autumn 2026:

Weekend 1 - 29th - 31st August - Online
Weekend 2 - 11th - 13th Sept - Online
In Person Training: 4th - 11th Oct - Falmouth, Cornwall

COURSE DATES



Course times: 9.30am - 6pm
(we may run over to cover the day's topics)

Note: early start and late finish on days 12 & 13.

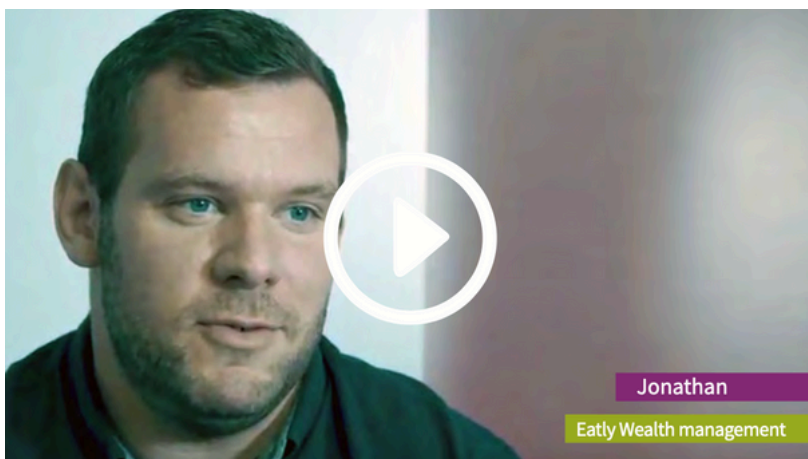
Free on site Hotel parking
Pre-course study included
Manuals and Certificates

COURSE PRACTICALITIES

Why do our Masters Course?

So if you want the following, read on!

- ✓ Certifications: NLP Master Practitioner, Master NLP Coach, Master Practitioner of Time Line Therapy™, Master Practitioner of Hypnosis
- ✓ Licence to use the Values Level Coaching Inventory tool
- ✓ Take your NLP Coaching practice to a new level
- ✓ Transform yourself and your life
- ✓ Learn how to use the exclusive Weight Change Paradigm
- ✓ Create core level change in yourself and others
- ✓ Total alignment with your goals
- ✓ Deep level personal development
- ✓ Enhance your linguistic skills for conversational change
- ✓ The tools and skills for any 1-2-1 coaching or therapy scenario to resolve the issues with the client and then how to structure on-going coaching sessions
- ✓ Please note the standards for NLP Master Coach exceed the International Coaching Federations (ICF) standards



I had great results for me and for my business, following my training with Laura I secured the largest contract I had for my business!

Jonathan, Eatly Wealth Management

STOP PRESS!!

By completing the Unleash Your Potential Master Practitioner Programme, you will be licensed to use the Coaching Values Inventory and exclusive Weight Change Paradigm.

Laura is one of only 3 UK trainers licensed to train others in the Weight Change Paradigm - a great bonus for training with us!

MASTER PRACTITIONER PROGRAMME - COURSE CONTENT

This 14 day course includes NLP, Time Line Therapy™/ Creating Your Future® techniques, NLP Master Coaching and Hypnosis at Master Practitioner level.

What will you learn, specifically, on your Certified NLP Masters Course...

Quantum Linguistics

Learn how to use your language skills for conversational change. An NLP Master Practitioner is a skilled linguist and will be able to challenge and destroy client's problems through language alone and without the need for techniques.

Quantum linguistics is a very useful method of using language to create energy within a client's problem, which will then blow the boundaries of the problem. It is rather incredible to watch a client's problem disappear by the skilful use of language.

Linguistic Parts Integration

Learn how to resolve internal conflict, linguistically – internal conflicts cause clients to be confused and indecisive in some areas of their life, which in turn stops them achieving their goals. How to give your client clarity.

Prime Concerns

Resolve core, deep level client unconscious problems through language.

Advanced Strategies

Design and install new strategies for clients - for example, installing a new coping strategy or a new motivation strategy etc. The new strategy is installed at the unconscious level thus it is used automatically without conscious thought.

Logical Levels of Therapy

Learn how to disrupt client internal strategies that are not working for them.

Core Values

Values are an incredibly important part of what you will learn at this level. Core values run your behaviour; they are the driving force behind why you do what you do.

They are deeply held unconscious filters, that determine what you focus on, what's important to you and they form the basis of your motivation strategies. You will only be motivated to do what is important to you. Values are the reason that many people do not achieve their goals and get the results that they want in life.

During this very important and fascinating section of the course, you will learn how to elicit a client's values, how to change a client's focus and how to change values (if necessary).



“Doing Masters was life changing. I still don't think Laura realises the massive positive impact she has on peoples lives - she deserves an OBE or something! **”**

Marie Foyster - Head of Health & Safety



“I left the programme feeling as if a huge weight had been lifted off my shoulders. Laura really does have a genuine concern for those she teaches. It's helped me bring about real long lasting change for my coaching clients, really quickly. **”**

Wendy Derrick - Confidence Coach & Trainer



“I would seriously recommend Masters for anyone who's serious about wanting to be the best version they can be. There's a lot of support. Incredibly rewarding. For me, it's helped me re-evaluate what's important in life. **”**

Gareth Chalk - Financial Planner

MASTER PRACTITIONER PROGRAMME - COURSE CONTENT

Values Level Thinking

From the work of Dr Clare Graves, Don Beck, Chris Cowen, Dr's Tad and Adriana James. This work will give you an understanding and appreciation of how people think and how we all have different ways of thinking.

This knowledge is very important when coaching a client as you will learn how to coach them according to their way of thinking. You will understand and be able to recognize how a client is thinking and how the client needs to change their thinking to get the results that they want.

Values Level Thinking Coaching Inventory

This tool has become an integral part of NLP Coaching and NLP Breakthrough sessions. You will see and experience for yourself how to use this valuable tool to coach clients and assist them to get the best results.

Key points about this course:

- ✓ **14 days of Certified NLP Training, leading to 4 qualifications**
- ✓ **Time Line Therapy Training / Creating Your Future® techniques**
- ✓ **Certified NLP Master Coach**
- ✓ **Maximum 18 delegates**
- ✓ **Pre-course study videos included and yours to keep!**



Meta Programs are another unconscious filter and determine our personality and how we process information from our experiences.

Meta Programs

Meta Programs are another unconscious filter and determine our personality and how we process information from our experiences. These are valuable to understand and know – you will learn how to elicit meta programs and how to use them in coaching. Understanding Meta Programs is vital for coaching, managing and in relationships.

Advanced Time Line Therapy™ / Creating Your Future® techniques

Learn how to use these processes to create deep level changes and how to use them when working with values. Already familiar with Time Line Therapy™ you will take it to a new level with additional techniques for blowing out negative emotions and limiting decisions.

Deep level Hypnosis

Learn deep trance hypnosis - taking your language and rapport skills to a whole new level. As you already know, trance is about learning how to go into trance and the more that you do trance the deeper you allow yourself to go. You will learn Deep Trance Phenomena – Elman, Estabrook Inductions, post hypnotic suggestions, double inductions, post hypnotic suggestions with amnesia, Rapid/Instant Inductions.



MASTER PRACTITIONER PROGRAMME - COURSE CONTENT Cont.

NLP Modelling

NLP all started with the process of Modelling. Modelling enables you to learn something, anything, in a much shorter time frame than it would if you learnt through a traditional teaching session. You will model the process of breaking a board from a one inch punch. This is taught in martial arts and takes many hours to teach a student.

Through the process of modelling you will learn how to model a board break in around 2 hours. Then, you will break your own board. The board break is a very significant moment for most people as they break through old behaviours.

How to do a Breakthrough Session

You will learn how to do a breakthrough session with a client and during the Masters course you will experience and do one of these sessions. Breakthrough sessions are a perfect way to start a coaching programme with a client. A breakthrough session is designed to align a person's values, beliefs, their thinking and strategies to support their goals and outcomes. This alignment is of paramount importance in ensuring the clients future success. Most NLP Master Coaches, market their breakthrough sessions together with a coaching package. This works really well for the client. A Breakthrough session alone, has a market value of £3000 or more!

The Unique Weight Change Paradigm

Our Masters now includes the new weight change paradigm that was developed by Bruce Farrow after extensive research and testing. This paradigm will only be available to our new Master Practitioners since you need that kind of skill level to run the paradigm.

A Weight Change Paradigm session alone, has a market value of £3,000 or more!



NLP Master Practitioner - Course investment:

Investment in your future - £3,795 (inc VAT)

Call us on 02920 023311 with your credit card or debit card details

****ALSO SEE PACKAGE DEALS AT THE BACK OF THE BROCHURE****



Unleash Your Potential Ltd

Welcome to Unleash Your Potential

CERTIFIED NLP TRAINING COURSES

ONDEMAND INTRODUCTORY NLP COURSES



OnDemand Diploma Courses

Instant Access, Be Learning In Minutes!

- ✓ Want immediate online access to courses available anytime, anywhere?
- ✓ Ready to study at a pace that's right for you in easy manageable chunks?
- ✓ Want a cost effective way to get a taste of NLP with no travel costs or need for costly nights away?
- ✓ Ready to learn practical, easy to use techniques you can use immediately?
- ✓ Committed to making an investment in your future success?
- ✓ Ready to Unleash Your Potential today?

Online NLP Business Diploma Course

- ✓ Want a boost to your career or business to take you to the next level of results?
- ✓ Are you looking for the inside track, to get some short-cuts to success?
- ✓ Do you want ways to better motivate, understand, lead, coach or influence others?
- ✓ Want to be able to more effectively communicate with colleagues, customers and stakeholders?
- ✓ What if a course could offer you all this and more!

What will you get?

- ✓ Our 2 day NLP Business Diploma course, filmed live. Approximately 10.5 hours of valuable video content.
- ✓ Easily digestible 20-30 min bite size chunks.
- ✓ Immediate access, so in minutes you can be learning.
- ✓ Feel like you're a delegate in the room.
- ✓ 46 page manual for you to print and use as you complete the course.
- ✓ Copy of the slides so you can easily follow along.
- ✓ Lots of practical information you can use.
- ✓ Unlimited individual access to watch and revisit



Online NLP Courses

Learning your way!

Great value at: £249

Online Diploma in NLP Coaching Course

- ✓ Maybe you're a Coach curious about NLP and how it might help you become an even better Coach? Looking for CPD?
- ✓ Perhaps you've had NLP on your to-do list for a while?
- ✓ Maybe your considering becoming a Coach and NLP is a great place to start?
- ✓ Do you want tools that are truly transformational?
- ✓ Perhaps you want to become a Certified NLP Coach or Master Coach and want to 'try us out' before investing in those qualifications?

What will you get?

We filmed our 2 day Online Diploma in NLP Coaching course live, so that anyone across the UK could access it without having to join us live! It includes over 10 hours of valuable video content and is available in 20-30 minute bite size chunks. Included is a 48 page printable manual & slides so you can easily follow along.

- ✓ Unlimited individual access to watch and revisit
- ✓ Immediate Access - be learning in minutes
- ✓ Feel like you're a delegate in the room



Online NLP Courses

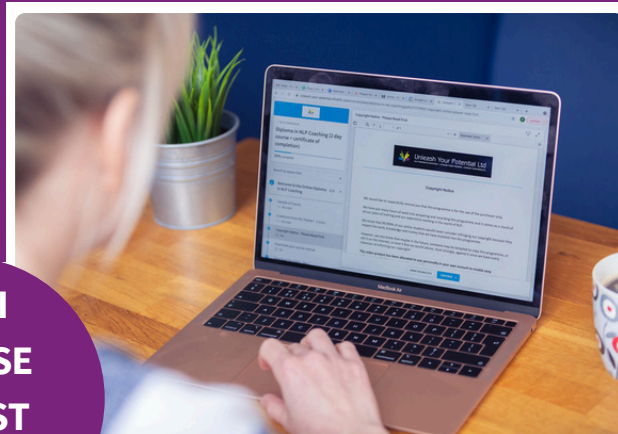
Learning your way!

Great value at: £249

Purchase your online courses at: www.unleashyourpotential.org.uk/online-courses

Online Short Courses with Laura Evans and Unleash Your Potential

- ✓ Approx. 90 minutes of valuable content.
- ✓ Easily digestible 5-10 min videos.
- ✓ Immediate access, you'll be learning in minutes.
- ✓ Unlimited individual access to watch and revisit.
- ✓ Lots of practical tools you can use.
- ✓ Access at a time and place that suits you.



**EACH
COURSE
IS JUST
£24.99**

The Confidence Masterclass: Building your Self-Confidence with NLP

- ✓ Increase your confidence anytime, without anyone seeing!
- ✓ Improve self-esteem by changing your beliefs.
- ✓ Learn ways to trick your mind into being more confident.
- ✓ 5 Confidence Hacks you can use immediately.

Presenting with Impact: How NLP Helps us get Better Results

- ✓ Results Tips to handle your presenting nerves.
- ✓ Become a more confident presenter, even with no notes!
- ✓ Engage your audience so they listen and take action.
- ✓ Enhance your delivery with international gestures.

Manage Your Mind: Practical Techniques to Better Handle Stress & Pressure

- ✓ Identify the early signs so you can take preventive action.
- ✓ Learn to reduce your overwhelm.
- ✓ 6 techniques to reduce stress, immediately.
- ✓ Learn to change how you feel, by using your body & mind.

The Confidence Masterclass: Building your Self-Confidence with NLP

- ✓ Learn tactics to improve your communication, immediately.
- ✓ Tailor & flex your message so others listen and take action
- ✓ Tactics to reduce the risk of being misunderstood.
- ✓ Learn to build rapport, even with people you don't like!

Purchase your online courses at: www.unleashyourpotential.org.uk/online-courses



Unleash Your Potential Ltd

Welcome to Unleash Your Potential

CERTIFIED NLP TRAINING COURSES

FREE RESOURCES



A FEW GIFTS FOR YOU - INSTANT ACCESS TODAY!

ACCESS TO FREE TRAINING VIDEOS

Would you like access to some FREE NLP Training? Get to sample some top tips you can implement today? Perhaps you'd like to understand how NLP helps people? If so, these videos are perfect for you!

Topics include:

- ✓ 5 Practical Tips to Manage Stress & Pressure
- ✓ Presenting Skills Tips
- ✓ Motivation Booster
- ✓ Perceptual Positions – a different perspective
- ✓ Representational Systems – Preferences
- ✓ Imposter Syndrome
- ✓ Influential Communication – Meta Programmes
- ✓ 10 ways to reduce anxiety & worry



Free NLP Training

Interested in a taste of what NLP can offer you?

Visit: unleashyourpotential.org.uk/free

Inspirational Blogs for FREE

unleashyourpotential.org.uk/nlp-blog

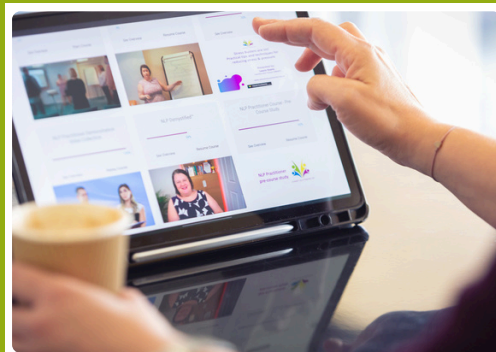
Do you like a bit of light reading when you have a spare 10 mins? If so, you may be interested in our blogs. They will give you a feel for how NLP can be used and just how transformational our NLP can be. You can search for a topic on the blog page, or take a read of some of our most read titles:

- ✓ Want to change the way you feel? You can with NLP anchoring
- ✓ Silence! Quietening the inner chatter with NLP
- ✓ Build your self-confidence with two exercises
- ✓ Get motivated! Are you surrounded by motivators or drains?
- ✓ Willpower! The key to more willpower is self belief!

Inspirational Videos for FREE

Over 100 videos available right now on our Unleash Your Potential YouTube Channel:

<https://www.youtube.com/c/UnleashYourPotential>



NLP Talks Podcast
with Laura Evans

NLP Talks with Laura Evans Podcast...

'We know that lots of people like listening to podcasts - in the car, at the gym, commuting to work or walking the dog! Our podcast enables people to learn more about NLP and the numerous ways it can help people. They are completely FREE and feature our delegates.'

Topics include:

- Confidence
- Coaching
- Anxiety
- Sales
- Financial Success
- Redundancy
- Public Speaking & Training
- Personal Transformation
- Winning Mindset
- Sports
- Raising confident children

Completely **FREE** on iTunes, Spotify, Apple Podcast, YouTube and more! www.nlptalks.com

Praise and Accolades



Jul 11, 2022

I wouldn't go anywhere else!

Just finished the NLP Practitioner course with Laura and I absolutely loved it! Even though there was a lot of information to get through over a long and intense course, I felt engaged and inspired in every session- the time flew by!

I feel like the information I learnt will benefit me and my business hugely and I'm just really excited to put it into practice.

Would recommend to anyone who is interested in becoming a better communicator, influencer and overall human being!



Updated Jan 10, 2022

Fantastic first experience of NLP

Fantastic first experience of NLP, I know it won't be the last! I am so happy I took the plunge.

Laura's knowledge and experience is exceptional, and she keeps you engaged throughout.

If you're curious and want to know more, I highly recommend this course.

I'm looking forward to my NLP journey.



Jun 21, 2022

NLP Practitioner - on line course review

Excellent 8 days spent on line studying NLP Practitioner course with Laura Evans as lead trainer. The pre-work sets the level of commitment needed, this is an in-depth, thorough and highly engaging course with lots of information and hands on practice.



Jan 16, 2022

If you're looking for tactics on how to...

If you're looking for tactics on how to better communicate in business and relationships, you'll be blown away by what Laura can teach you. I wouldn't go anywhere else in future.



8 Oct 2023

This training is absolutely life...

This training is absolutely life changing. In practicing and experiencing all the techniques I left with a confidence that I rarely leave a course with. It is an amazing course and Laura gives so much to the training.



12 Oct 2023

Life changing!

This course has changed my life. My friends and family are already noticing, and the support that I got from both Laura and Lynne was incredible. If you're considering this for business or personal growth just do it! You will gain so much! Amazing experience. I am so glad I did my homework and found an accredited provider that puts the students at the heart of what they do. Thankyou.



8 Oct 2023

A first class experience

Laura's deep experience meant we received Practitioner training with heaps of real life and practical context. A wonderful presenter and coach, she was able to relate easily to each member of the cohort and ensured everyone was engaged, supported and looked after. The content - though intensive - was made accessible, and everyone put their learning immediately into practice. We all left with a diverse toolkit, but most importantly, we left with the confidence to use it.



11 Oct 2023

Life changer

When I first received the course material I thought 'what have I got myself into' the content was massive! Laura and Lyn skilfully guided me through what can only be described as a life changing experience with skill humour and dedication. In fact 5 stars doesn't seem to be enough. Thank you for everything, I have no hesitation recommending UYP to anyone x



13 Feb 2023

Enriching experience

Excellent course, would highly recommend. I was hooked from start to finish and was a weekend well spent. We learned about NLP theory to give us a good grounding and given practical tools that I can take back to my workplace, but also use in my personal life!

[Click Here](#) to check out Trust Pilot for more reviews

Our Business Awards

- UK's Leading NLP Training Provider 2022, 2023, 2024, 2025
- Leading NLP Training Provider - Wales 2020, 2021, 2022
- Welsh Business Woman of the Year 2020/2021
- Customer Service Excellence Award Winner - 2021
- Pivot Entrepreneur of the Year - Wales - 2020
- Finalist Best Customer Service Public Vote - 2020



Laura Evans
Unleash Your Potential Ltd

Award Winner:
Leading NLP Training Provider, 2020 - Wales



COURSE PRICING

INDIVIDUAL COURSE PRICES

NLP PRACTITIONER COURSE

Investment (special deal for private individuals): £1,695

Normal NLP Practitioner course rate & corporate rate: £1,950

CERTIFIED NLP COACH COURSE

• Includes 3 qualifications: Certified NLP Coach, Time Line Therapy™ Practitioner & Hypnosis Practitioner

• **Investment:** £1,295 (when booked individually)

NLP MASTER PRACTITIONER PROGRAMME

• Includes 4 qualifications: NLP Master Practitioner, Certified NLP Master Coach, Time Line Therapy™ Master Practitioner & Hypnosis Master Practitioner

• **Investment in your future** - £3,795 (multi-course discount available - call for details)

PACKAGE DISCOUNT PRICES

Package A

• Book your NLP Practitioner Course + NLP Coach Course (including Time Line Therapy™ Practitioner & Hypnosis Practitioner qualifications) and SAVE!

Investment: £2,395 (saving £595)

Package B

• Book your NLP Practitioner Course + NLP Coach Course (including Time Line Therapy™ Practitioner & Hypnosis Practitioner qualifications) + Masters Programme

• 8 qualifications over 3 courses

Investment: £4,995 (saving £1,790)

Life Coaching Package

• Become amongst the best qualified Life Coaches by undertaking our NLP Practitioner & Certified NLP Coach course (including Time Line Therapy™ & Hypnosis Practitioner)

Investment: £2,395 (saving £595)

Please Note: All prices correct at time of publishing. All prices include VAT.

For more information or to book, please call us on: 02920 023311

Or visit us at: www.unleashyourpotential.org.uk

Payment via Instalment is available for self-funding individuals for courses at NLP Practitioner level and above



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Nothing in the Brochure constitutes a contract. Course content is subject to change. In the unlikely event that the Lead Trainer is unable to deliver your course, you will be advised at the earliest opportunity

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