



the coaching
academy

inspiring coaching, inspiring success



The most

experiential and comprehensive

Coach training

available today

The NLP Practitioner Programme

Flexible training programmes with the leading
Coach training experts in the UK



The Observer

The Coaching Academy
is now the number
one Coach training
programme in Britain.





In developing this six day NLP Practitioner Programme we have brought together a wide range of NLP tools that can be applied to a coaching environment to really enhance the outcome for both Coach and client. NLP skills are brilliant, fascinating and rewarding to learn and use. By adding a solid underpinning of coaching techniques to those NLP skills you will have a vehicle that can really make a difference in your own life and in the lives of those you coach. NLP-trained coaches are highly employable – as you will learn from the tutors who train you on this course, including Sarah Urquhart, The Coaching Academy's Head of NLP Training. Our trainers are all real role models of where your new skills could take you. In qualifying as a Coaching Academy NLP Practitioner you will also gain the ANLP Practitioner qualification, a recognised qualification within the NLP field. Two for the price of one is never a bad idea is it? We look forward to meeting you on this exciting new course.

With warm wishes

Bev James
Managing Director - The Coaching Academy

NLP and Coaching

NLP (Neuro-Linguistic Programming) provides coaches with a methodology for understanding how their clients think, feel, speak and behave. Complex patterns of thought and action are going on in our minds and bodies all the time. Sometimes we act in ways that seem surprising to others, and disconnected to the words we have said or the feelings we have shown. NLP can unlock the reality of what is going on in a client's mind, enabling the Coach to get to the root of the situation and offer effective coaching solutions.

Having NLP tools to hand is therefore potentially a huge advantage for coaches, and can set them apart in terms of their practice with actual clients, and in terms of how potential future clients see the service being offered.

This course is designed to equip you to coach using NLP techniques as a solid base for action. NLP is all about effective communication – and for a Coach there can be few more important skills to master.

The NLP Practitioner Programme concentrates on the substantial techniques involved in NLP. This is an ideal course for those who want to develop an understanding of NLP and its use within a coaching environment. Many of our students use the skills developed here within a personal or corporate coaching context. For these students the dedicated coaching skills that are taught in The Coaching Academy's four other diplomas match well and are an ideal way of extending the knowledge and experience you can develop with us as a NLP Coach.

Why not qualify as a certified NLP Practitioner alongside one or more of our other courses to round out your skill set to its widest capacity?

- The Diploma in Personal Performance Coaching
- The Corporate and Executive Coaching Programme
- The Diploma in Small Business Coaching
- The Diploma in Youth Impact Coaching

Please contact us on 0208 4399 440 if you would like information sent on any of our other courses, or visit our website at www.the-coaching-academy.com

Kathy Ridges

The Coaching Academy goes that extra mile – course content is good and the tutors are friendly and approachable. We are treated like individuals who matter. ”

The **NLP** Practitioner programme

Will this course suit you?

The number one essential background qualification to take any of our programmes is a love of people. If you gain personal and professional satisfaction from helping others to reach their goals, then coaching is for you. The Coaching Academy has trained people from those at an early stage in their careers right through to those who are well into retirement. And they come from a wide variety of work backgrounds too – teachers, psychologists, youth workers, trainers, in fact, you name it!

A coaching culture has developed in the UK, and more and more people understand the benefits coaching can bring to both the personal and professional environment. If you are excited by the challenge of developing your skills in this field, if you want to learn from the best coaches and gain the most substantial coaching qualification available in the UK – the NLP Practitioner Programme is for you. 80% of UK coaches with a substantive qualification in coaching have studied with The Coaching Academy.

What kind of clients will you work with?

Once you have gained The Coaching Academy's NLP Practitioner Programme, you are equipped with a huge toolkit to coach individuals using a wide range of NLP techniques. If your aim is to go into business as a personal coach, you will be qualified and able to do so. If you want to use your new qualification to enhance your personal relationships, or within your current working life you will be able to do that too. The skills you gain will remain with you for life. They move with you as you move, and using modern technology your client reach is wherever an email and a telephone line can take you. That's everywhere! A thorough grounding in NLP is becoming more and more marketable, and for those of you choosing to use your new skills in a business context, there is every chance of real success.

The issues clients raise are as diverse as the clients themselves. Your very first client could bring anything from financial worries to family or health concerns to the table. As you gain confidence and experience you may start to specialise in one specific type of coaching, or you may decide to only coach one particular type of client. The personal challenge of coaching clients through a huge variety of issues is frequently cited by our learners as a major motivation. Your potential future client is anyone who has challenges to overcome in reaching their personal goals – and that's everyone!

The Coaching Academy

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Why train

with The Coaching Academy?

We asked our graduates why they had decided to train with The Coaching Academy, and they came back with six key responses. Perhaps some of these ideas ring a bell with you?

Ethical Standards

Just as in the field of counseling, coaching remains an unregulated profession, and with no internationally agreed regulatory body in place in this comparatively new discipline, The Coaching Academy has taken the lead in establishing an ethical framework within which the profession can develop. All coaches qualifying with The Coaching Academy are asked to join with our tutors, staff and associates in subscribing to our Code of Conduct – key points that guide all our activities. As The Coaching Academy's graduates make up 80% of the UK's practicing coaches, it is easy to see that our Code of Conduct is the most meaningful point of reference on ethical standards within coaching today.

Quality of the trainers

If you want to train to be a coach, the best people to learn from are those who are already successfully coaching. Bev James and her team of trainers all run successful businesses as personal and business coaches. Our trainers include some of the best coaches in the UK – which means they

can act as great role models for your own future practice. Some of the coaches you will meet on this programme first encountered The Coaching Academy as curious delegates on our introductory weekend course. Perhaps like you they wondered if coaching could give them impetus in finding a whole new personal and professional life. Now they run coaching businesses with clients across the world. Why not follow the same path?

Quality of the training

If you are looking for a cutting-edge qualification that is internationally recognised as the gold standard, our training programmes are just what you are looking for. Why not send a strong signal that you are a professional Coach with a professional attitude? Our Coach training model has been developed over eight years of research and feedback, and we aim to continually improve and update our courses to meet the changing needs of our coaches and the profession. Our training is successful for many reasons, including the quality of the materials, the ongoing support you receive while you train, the six motivational live Accelerator Days you will attend and the community of fellow students and coaches you will join. Our training courses have been developed in consultation with professional coaches and students of coaching and we are convinced they are the best available anywhere.



Natanya Smith

The Coaching Academy never ceases to change and adapt to the needs of their coaches – and the result is a varied and exciting set of courses! ”

The Coaching Academy's Code of Conduct

All staff, tutors, graduates, associates, members, fellows and licencees of The Coaching Academy must agree to follow this code of professional conduct:

- Always conduct themselves to the highest level of ethics, integrity, accountability and responsibility.
- Treat all clients and potential clients with absolute dignity, confidentiality and respect as free and equal individuals.
- Maintain the good reputation of the coaching profession.
- Respect the absolute right of the client's confidentiality except as expressly permitted by the client or potential client in writing or as required by law.
- Recommend different coaches or resources when these will be more appropriate to the client's needs.
- Refrain from offering professional information or advice that they know to be confidential, misleading or where the accuracy is beyond their competence to assess.
- Endeavour to enhance public understanding and acceptance of professional coaching.
- Share skills and experience with fellow members and associates of The Coaching Academy to further increase the body of knowledge, skills and competencies of such parties.

Depth of knowledge and experience

Our students know that certification from The Coaching Academy is not an entry level qualification. Anyone who has attended the introductory Certificate in Personal Performance Coaching course will understand that they have dipped a toe in the waters of coaching but no more. In terms of your development as a Coach there is no substitute for the in-depth training offered by The NLP Practitioner Programme, or one of our four other diploma courses. It simply isn't possible to meaningfully train as a Coach just from reading a book, no matter what some might suggest. **Our model is a mixture of live training, practical assessments, as well as home study.** You gain real hands-on experience of coaching as you train. The depth of knowledge you will gain on our courses means your professional ability will stand up to the closest scrutiny from any future potential client. You will be the best possible Coach because you have studied in a way that immersed you in the subject. If you want to simply read a book and then tell yourself you are a coach, that's fine. But you will be cheating yourself – and crucially you will be cheating your clients too.

continued...



Why train

with The Coaching Academy?

A serious educational investment

Clients are prepared to pay significant professional fees to the right coach. But for that money they expect to meet a Coach who has invested more than a couple of hours in their own education. Taking an entry-level course in coaching is simply not going to cut it in the professional world. When dealing with a coach, professional clients expect to meet someone who has done more than merely scratch the surface of the coaching discipline. When someone decides to undergo professional training as a coach, they are opening up a whole new personal and professional world. As a Coach you become one of a few professionals who can command high fees, work internationally (over the phone from your home office if you wish) and still achieve a work/life balance. Our students agree with The Coaching Academy's philosophy that the benefits of training as a professional Coach are such that investing seriously in this education is 100% worthwhile.

Personal reward

The financial rewards of working as a performance Coach can be considerable but The Coaching Academy and its students know that the personal benefits are even more significant. You have the freedom to work whenever you want to, wherever you want and with whoever you want. You can work face-to-face or over the telephone, you can travel or stay at home, you can work with one client at a time or many. Ultimately you are in charge of your own destiny. And what's more you can help shape the futures of your clients in a positive way too. You really can turn your passion for people into your profession. We believe you will never find a more satisfying career. Our coaches report that when they help others to improve their lives their own personal success blossoms too.



Why train with The Coaching Academy?

Professional training can never be replaced by the trial and error approach. The Coaching Academy has distilled the best practice from hundreds of professional coaches and created a coaching system that works wherever you live in the world with whoever you coach. All you do is combine the system with your own personality, skills and experience and you create a winning formula.

When you are trained by professionals you become a professional. If you are trained by amateurs, that is where you will remain!

All of The Coaching Academy's trainers practice what they teach – they are all professional coaches with years of experience, successful businesses and clients who come back again and again. If you want to be in the same position, why not join us on The NLP Practitioner Programme?

Meet the experts

Here are some of the expert trainers you will meet on our NLP Practitioner Programme



Sarah Urquhart
The Coaching Academy
Head of NLP Training

“I've been running my own coaching business since April 2000 and combine coaching with training in personal development

and communication skills.

“Experience has taught me the same issues occur for people whatever industry they are working in: they need help clarifying objectives and improving communication and decision-making skills, and support when facing change. These are the areas I focus most closely on with my clients.”



Ann Skidmore
The Coaching
Academy Trainer

“I was on the very first Coaching Academy programme and thoroughly enjoyed the experience, meeting like-minded individuals

who wanted to make a difference to people's lives through coaching.

“I was always a Coach without realising it! I worked as a Corporate Human Resources Manager in a financial services organisation and often people came to ask my advice. Rather than giving advice I used to ask them questions. I worked from the principle that if I gave them advice and it went wrong they would be back to see me! Anyway it seems like what I was doing was coaching without my even knowing it!”



Andrew Jenkins
The Coaching Academy Trainer

“Values and beliefs is an important part of my coaching approach where I help people to play to their strengths. I

became a coaching tutor because it was a goal I set myself when I was training with The Coaching Academy. I just knew I wanted to train and encourage others to develop themselves in whatever coaching capacity they desire.”

The Coaching Academy

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A detail

Our superior model of layered, multi-media learning means that your motivation stays high right the way through your qualification.

The course starts as soon as you register

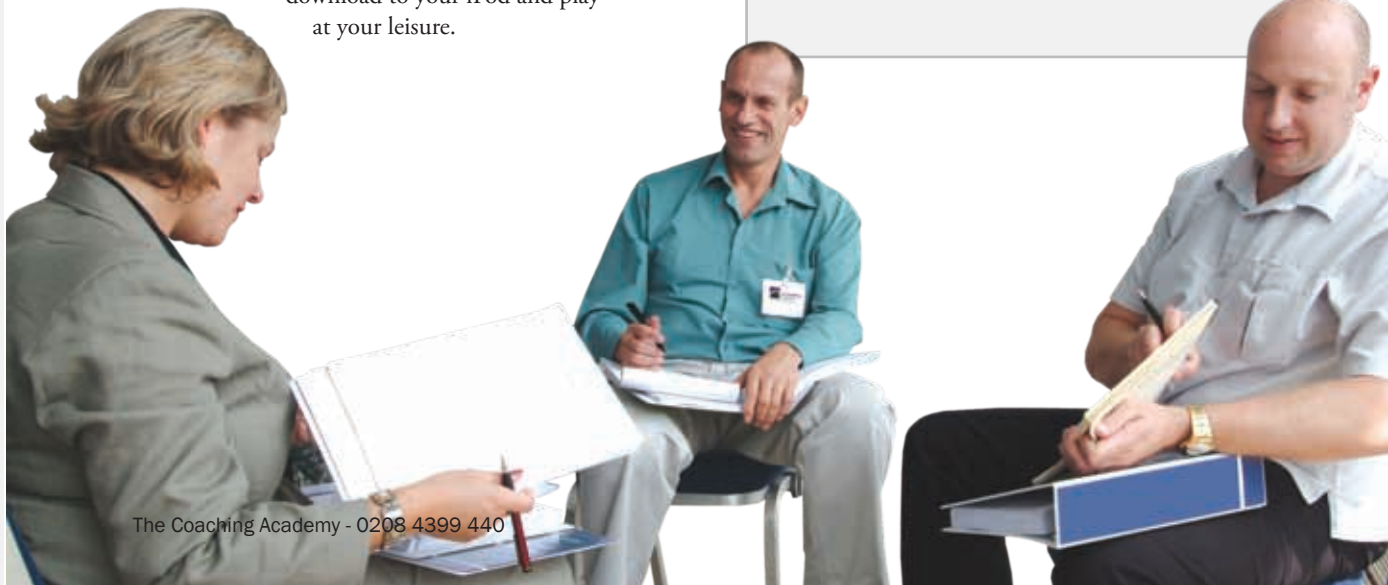
You are given access to the password protected members' area of the website and to its online resource centre.

You can then join our international online community, with over 1300 members at any one time. Chat with other coaches on the same course and learn from the more experienced hands.

You also have access to our Virtual Seminars – telephone conference calls where an informative and entertaining talk is delivered every fortnight right into your handset. We've even recorded 25 hours worth of past Virtual Seminars for you to download to your iPod and play at your leisure.

Accreditation

Sarah Urquhart, the Head of NLP Training for The Coaching Academy, has taken a lead role in developing The NLP Practitioner Programme and leads several of the live training days. She is a certified trainer with both the Association of NLP (ANLP) and the International NLP Trainers Association (INLPTA). In taking this course not only will you qualify with The Coaching Academy's NLP Practitioner, but you will also be a certified NLP Practitioner by ANLP. This internationally recognised qualification, when added to the rigour provided by The Coaching Academy's proven Coach training system, mean you will be superbly equipped to coach using a firm foundation of NLP tools and techniques. The syllabus is the most advanced in the UK. We believe it eclipses anything offered elsewhere, and that any Coach undertaking this level of training will stand head and shoulders above anyone who has attended a lesser programme.



led look at the NLP

Practitioner Programme



Watch out for the postman!

On the first day of the NLP Practitioner event you will receive a huge package of training materials. Your living room floor will be covered with DVDs, CDs and manuals as you sift through the exciting array of multi-media resources. But don't worry. Qualification is simple and straightforward.

Be our guest at our luxury conference venue

You will soon be ready for your first live training Accelerator Day at Latimer House in Buckinghamshire. Why Latimer House? The location is accessible, the parking free, the disabled facilities convenient, the food excellent, the bedrooms reasonably priced and the bar and lounge convivial. The duty staff know us well and always pay attention to our guests – and that means you.

Let us know which day you would like to attend (dates at least six months in advance are shown on our website) and we'll take care of the rest. **The NLP Practitioner qualification consists of six of these Accelerator Days, split into two three-day events. Each day is different, all unique and with a variety of trainers.** The interactivity and sense of community are such that you might not want to leave at 5.30pm!

Slot the training into your busy schedule

99% of our students work full-time and find no time challenge with taking the qualification. Indeed the recent trend is for most people to do more than one of our courses. Because we have taken a multimedia approach you can read the training manuals on the train, watch the DVDs at home and take part in the Virtual Seminars from the office – learn in whatever way suits you.

People find that the live training days at Latimer House and Wychwood Park become a sea of tranquility in otherwise busy lives. All look forward to the boost of energy and motivation it gives them for the coming month.

How long does it take to qualify?

We don't impose a deadline on you finishing the Practitioner, you can fit the training in around your own life and complete the qualification at your own speed. Anything from three to twelve months is typical.

We pledge we will do everything we can to help you complete your NLP Practitioner Programme. Everything!

The NLP

Practitioner

Programme

Live training Accelerator Day

Setting up the Coaching Relationship

Establishing a close rapport with the client is crucial in any coaching relationship. A skilled NLP Coach can achieve this in minutes, with knowledge of the range of verbal and non-verbal cues that can help to build trust. In “Setting up the Client Relationship” you’ll also learn the vital skill of getting a client to tell you their story without it taking hours!

Body language is perhaps the best-known of these non-verbal cues. The ability to interpret a client’s body language can really boost the speed at which coach-client rapport is developed, and the efficiency with which clients can be helped to move forward towards their goals. A client’s thoughts and feelings can “leak” through body language, highlighting to the attentive Coach barriers and beliefs that limit the client in moving forward. Once identified, the Coach can set about helping the client to manage those barriers – the beliefs, thoughts and emotions that stop them from getting where they want to go. You will be introduced to incredibly useful quick-fix tools for managing the emotions that a client can trust as a resource whenever they need it.

Trained NLP coaches understand how brains work. We all filter new thoughts and ideas through a mesh created of past beliefs and experiences, and this affects our behaviour in the present and our choices for the future. As coaching is such a future-focused activity, aiming to head towards and then achieve a desired outcome, NLP coaches use their knowledge of the workings of the mind to help eliminate obstacles created by past experiences. During this live training day you will also think about the difference between the conscious and the unconscious mind.

Introducing new NLP tools and techniques

- Communication Model
- Eye Accessing
- Rapport
- Representational systems
- Sensory Acuity



Live training Accelerator Day

Creating the Perfect Goal

Successful coaching depends on successful goal-setting. A significant attribute of the perfect goal for your client is that it supports their life values. In this way goal setting can support and enhance everything that the client does.

It obviously follows that it is vital for you as a Coach to understand the client's values. What is driving their decision making? How do the client's values affect their actions and behaviour? As a Coach your own life values may be considerably different to those of your client, but it is easy to see that the perfect goal needs to match the client's view of the world rather than your own, as it is the client who needs to take the action.

A key strand of NLP is the need to use language at its most precise. If you are to effectively support clients, using language with precision will enable you to clarify goals, challenge your client to be utterly precise about their intentions to move forward, and reframe ideas and situations.

On this live training day you will also be introduced to the mind of one of the greatest and most creative of people – Walt Disney. In terms of goals the aim here is to learn strategies for creative goal-setting. Creative goals are often inspiring ones, the goals that lead to maximum commitment and therefore success.

Introducing new NLP tools and techniques

- The well-formed outcome
- The Disney creative strategy
- The Art of Language
- Chunking

Live training Accelerator Day

Breaking down Barriers

During a training day that is full of great exercises you will learn to uncover some of the barriers to performance that are stopping clients from moving forward to achieving their desired goal. Until you and your client are clear about the reality of their situation, how can you set about improving it?

For instance, many clients need coaching to help them improve relationships. The exercises we learn today will help them do just that – whether they are in challenging personal relationships, or being bullied at work, or in a situation of long-term conflict that they just cannot resolve. For a client with this kind of issue, the superb coaching you will be able to provide could be a wonderful solution to an overwhelming problem.

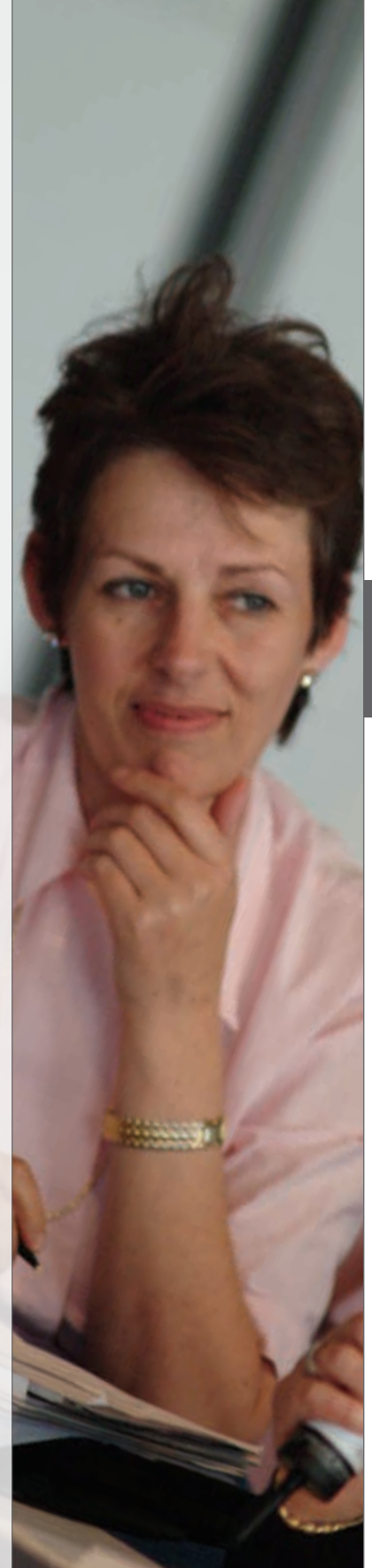
Many clients behave in ways that they themselves don't fully understand. Perhaps there are unconscious drivers to that behaviour. In uncovering these you can proceed with your client firstly to understanding and then changing behaviour. You will also be able to help your clients understand the behaviour of others, which can be vital in establishing better personal relationships.

A further vital learning today is in the area of internal conflict. How often do we find ourselves seeming to take one step forward only to take two steps back? It's a common problem, but it can be that we are caught in a trap of our own making. By examining our own internal conflicts we have the chance to settle them and move on with determination and confidence.

Introducing new NLP tools and techniques

Parts integration
Meta programs
Perceptual positions

The NLP Practitioner Programme Syllabus





Rachel Willison

Anyone can be an average life Coach but The Coaching Academy shows you how to be the best coach! ”

The **NLP Practitioner** **Syllabus**

continued...

Live training Accelerator Day

Generating Endless Possibilities

A Coach will often hear from a client that options for the way forward are very limited. People can feel stuck in position, as if no improvement is possible. It is the coach's role to get the client into a different frame of mind, and thinking laterally about what the options for progress might be. During the "Generating Endless Possibilities" day you will consider ways of generating new possibilities with your client so that they never need feel stuck again!

The idea of breaking options down into manageable chunks is a great place to start. You will learn other ways to get the client thinking differently and more creatively about the potential ways to progress. What challenges do they face? What barriers of thought and behaviour are in the way? We all have bad habits and you will be taught a brilliant quick-fix tool with which you can break them.

And many of us have set patterns of thought and action, that don't get us where we want but which we find ourselves experiencing time and again. During this training day you will learn to

experience your thoughts in a totally different way. Is your client in a situation where a particular issue triggers a pattern of anger, sadness, stress or helplessness? It is possible to break out of that pattern and increase the harmony in your life.

By learning to think differently about the situation, by refusing to slip into damaging and restrictive patterns, you can overcome all kinds of challenges and blocks. This is incredibly useful when working with a client with a specific mental block that is stopping them getting to the desired goal – a writer with writer's block being a good example!

Introducing new NLP tools and techniques

- Unwiring syntheses
- Submodalities
- Swish
- Presuppositions of NLP

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The **NLP Practitioner** **Syllabus**

continued...

Live training Accelerator Day

Change into Action

Many clients find themselves making the same mistakes over and over again. All of us can find the past difficult to shake off sometimes, and that makes it very difficult to move forwards as effectively as we could.

How useful would it be to be able to manage time, allowing you to organise memories and goals and plans in such a way that the past doesn't drag you back any more? Using techniques you will develop on this course you never need feel under-resourced to face the future again. Instead you will be able to move on with determination and confidence.

Clients can learn new ways of behaving and thinking. As a Coach you can instill new ways of thinking into the client's head, so that they learn to behave differently without having to discipline themselves to do so. Defeating these obstacles can be a really powerful change in the life of the

client, giving them huge new momentum for the future and a sense of freedom as they set out on their new path forward.

“NLP is a fantastic string to add to your coaching bow,” says Kris Robertson, who is responsible for mentoring The Coaching Academy's student coaches. “It will maximise your coaching skills, ensuring you really are talking the same language as your client. NLP can be a wonderful resource in helping you to establish the client's motivation behind taking action, think of more options and develop more powerful goals.”

Introducing new NLP tools and techniques

Anchoring
Fast Phobia Cure
New behaviour generator

14



Live training Accelerator Day

Challenging Beliefs

By spending a whole day examining the role of beliefs in effective coaching we rightly place this at the heart of the client experience and the change we as coaches are trying to enable. There are a multitude of possible uses in a coaching context – for instance, many people live with a range of phobias, a “belief” that can be challenged and changed using methods taught on this course.

To get the maximum benefit from this Accelerator Day, we recommend that you attend ‘Change Interaction’ before ‘Challenging Beliefs’.

The entire day will be spent on exercises to help clients to examine and change their beliefs. Their own behaviour will have a huge impact on their resourcefulness for facing life’s challenges. At the end of this fascinating and rewarding day you will be able to change the way you view the past. Working with clients to do the same opens up the future to them. No longer need past beliefs have a negative effect on the present and the future.

All six live training days on the NLP Practitioner Programme will have real impact on you as a student, and certainly on any clients you go on to work with after you have qualified as a coach. Over the course of the six days of live training and the supported coaching practice sessions that lie at the heart of The Coaching Academy’s training model, you will be taught tools and techniques and methods for supporting your clients, setting powerful goals that support the client’s values and move them forward with energy and vigour, old doubts and challenges overcome. Crucially you will have learnt about the need to coach in a way in which every word has a purpose, and the central place a sophisticated use of language has in NLP.

Introducing new NLP tools and techniques

- Neurological levels
- The museum of old beliefs
- Change personal history
- Timelines

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What do our students think?

“

I would thoroughly recommend the NLP Practitioner as run by Sarah and her team.

Kirsten White

The Coaching Academy courses are excellent value for money and hit the mark in engaging your inner self.

John Rothwell

Great course, highly motivated and knowledgeable instructors with a great use of humour and professionalism. The course could not be any better.

Jeanne Heinzer

A wonderful course which provides the foundations for further learning and fantastic tools to take away immediately to use in my business.

Maria Deacon-Viney

Thoroughly inspiring and empowering with skills learnt that I will keep with me forever.

Georgina Burnett

Every course I have attended at The Coaching Academy has made me think more deeply – the training is excellent.

Corinne Valle

Dynamic and interesting. This was my first course with The Coaching Academy and based on the trainers and the content I have signed up for two courses. Very professional, and mixed with fun.

Louise Southam

Fantastic training. So much information - can't wait to use it.

Fiona Couper-Smith



Mark Hudson

I would say The Coaching Academy is an absolute must and inspiration to any would-be coaches.



Brilliant and enlightening. My head is full of positive thoughts and this course will help provide a great coaching career and improve relationships with family and loved ones.

Steve Peach

What a great course. So much content, so well delivered. I learned a huge amount and have set in place the means to make my future even more successful.

Simon Donnelly

This has been an amazing personal journey. I have a resource of tools that I can choose to use in my personal life, at work and with clients. Fantastic.

Gail Bennett



The NLP Practitioner Programme Syllabus



What happens after you qua

Steps to qualification

There are four easy steps to successfully completing the NLP Practitioner Programme. Remember at every stage you will be supported by your new friends and fellow students, the coaches themselves and your course mentor – a senior member of The Coaching Academy's staff.

1. Attend the 6 Live Training Days and record your learning and development.
2. Listen to the 12 NLP Teleclasses to enhance your learning and record your learning and development.
3. Complete a final paper in the form of a Written Integration Paper giving you an opportunity to demonstrate the NLP techniques you developed as part of the programme.
4. To gain the additional ANLP Practitioner qualification, simply attend a bonus 7th day which will both consolidate your learning and assess your knowledge of the fundamental NLP techniques.

First, your course fee is a one-off payment for life, your membership continuing way beyond the end of your qualification course.

As a qualified NLP Practitioner you may want to bring your new skills into your existing work environment, or you may wish to set up in business as a NLP coach. If that is what you want to do, we have created a marketing system that works, even if you have never run a business before.

There are thousands of people worldwide who make an excellent living from coaching – many earning over £100,000 a year. The trainers who work with you throughout the qualification programme are all experienced professionals and you can call on their expertise as you wish. The market for coaching is growing as more and more people become aware of the powerful effect of having one-to-one support in their personal and professional lives.

We will show you how to find your own clients, then set you up with a system which will allow you to increase or decrease the number of clients you have effortlessly.

You will be shown how to set fees, find an area of speciality and set up a professional practice. Your NLP Practitioner programme is accompanied by a comprehensive resource kit of scripts, and business building tools, which you can use until you have developed your own ideal way of doing things.





Sally Ann Evans

Joining The Coaching Academy has triggered energy and a real desire to learn and develop – something I haven't felt for many years!! ”

lify?

Our book of suggestion scripts will tell you:

- How to deal with a brand new client
- How to convince a client your fees are great value
- What to do if a client misses a session
- How to gain referrals from your existing clients
- How to get media coverage for your coaching practice

You will also receive comprehensive information on:

- What fees to charge based on our own experience of what payments new coaches can realistically achieve – including retainer fees, and a fee structure that allows for widely differing client types
- The best way to carry out market research
- Why you should be proud of your abilities and confident as you set out to earn a part-time income equal to your full-time income

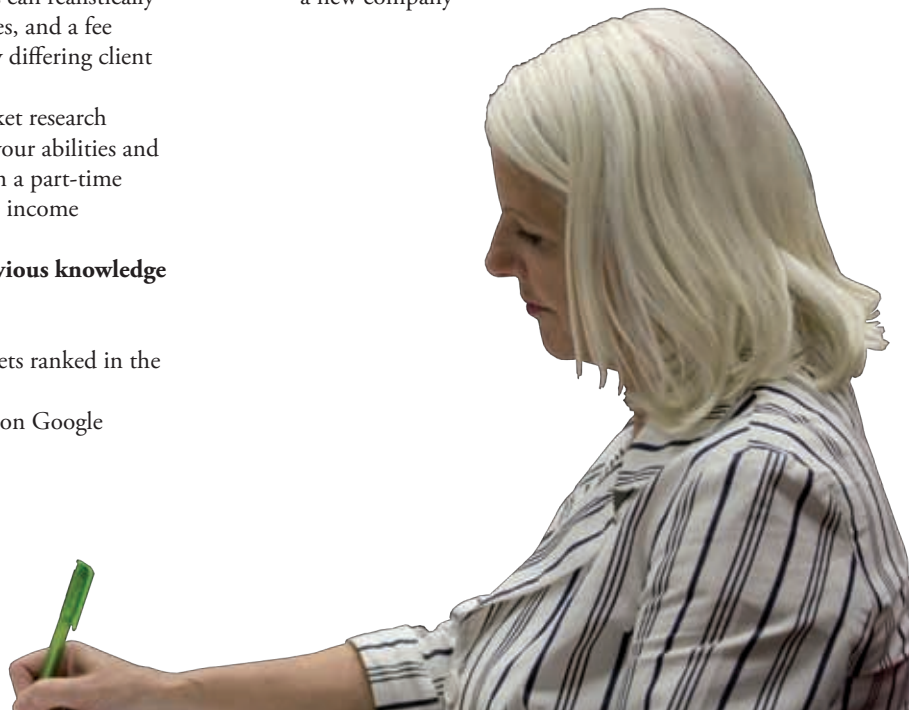
Marketing information – no previous knowledge is required:

- How to set up a website that gets ranked in the search engines
- Sample adverts for advertising on Google

- A sample newspaper advertisement
- A sample email to send to your contacts
- A marketing plan
- How to choose your business name

Other useful information we will give you:

- Web designers and graphic designers we have used
- The best company to host your website and where to buy your domain name
- The contact details of where to register as a new business
- Where and how to register a new company





The Coaching Academy

Hill House
2 Heron Square
Richmond upon-Thames
TW9 1EP

t. 0208 4399 440

e. info@the-coaching-academy.com

w. www.the-coaching-academy.com

The NLP Practitioner Programme

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The Coaching Academy uses paper sourced from suppliers operating sustainable forest reserves and environmentally supportive paper-making processes.