

NLP TRAINER'S TRAINING

evaluation & certification

find something you love
have some fun



leave a legacy
make some money



2137 Embassy Drive Ste. 212 / Lancaster, PA 17603 / 800•680•8803 / 717•293•8803
Fax: 717•293•0703 / email: enroll@nlptrainings.com / www.nlptrainings.com

Why Learn NLP Trainer's Training Skills?

- To inspire and motivate
- To educate and make learning fun
- To entertain and en-trance
- To connect with audiences in a way that few can
- To make a difference in the world
- To express your creativity
- To share your enthusiasm and love of NLP
- To assist others in transforming
- *To teach what you love and make a living doing it!*

"Beyond reproach. And nearly beyond words! Magical and transformational and inspiring. I've been tickled, guided and shown myself truly with loving energy."

Karen Merritt, NLP Trainer, Purley, Surrey, UK

How Would You Like to...

- Set up a successful, approved NLP institute?
- Conduct effective, lucrative corporate trainings?
- Develop and present powerful personal development courses?
- Present key note speeches?
- Know the formula successful NLP trainers use world wide?
- *Teach what you live and make a living doing it!*

What Makes This NLP Trainer's Training Special?

You get three in-depth trainings in one!

Trainer's Training Core Skills

Trainer's Training Specialties Sessions

Trainer's Training Evaluation and Certification

Core Skills are the main section of the training and are taught primarily by John and Julie. You will benefit from their extensive experience and research into the art and science of training. They will teach you what to teach when, how to do it, why you're doing it and model it while they're teaching you. Truly a multi-level experience.

Specialties Sessions are an added bonus for you to experience seasoned professionals from diverse fields. They'll teach the nuances of how to apply Trainer's Training skills to your specific area of interest from the ground up. These free, optional sessions occur outside of regular training hours, so you can choose which ones suit you.

Evaluation and Certification is a four day process following Trainer's Training only for those who want to be certified NLP Trainers. Here you will receive some of the most valuable feedback you'll ever get in your NLP career. You'll also benefit from in-depth instruction and coaching in doing demonstrations of most traditional NLP patterns. You will finish with confidence, knowing you earned a meaningful certification.

"If we started our children with this level of training and interest, we could trance form the world in less than a generation. Thanks. Love and God bless."

Mark Ryan, Sales and Marketing
Auburn, NY

It's all for YOU...

We are totally committed to you becoming an awesome Trainer! We are here 100% to support your success in whichever field you want to train. We are proud of the exceptionally high number of graduates who are successfully training and developing original material.

Core trainers, John Overdurf and Julie Silverthorn, have a wealth of experience in training Trainers and they truly want your learning curve to exceed theirs! Your excellence is the only effective measure of their teaching. Many Trainers, new and seasoned, have attributed their success to training with John and Julie. We invite you to join in their success!

John Overdurf & Julie Silverthorn, MS

- Master Trainers of NLP since 1992
- Co-developers of Humanistic Neuro- Linguistic Psychology™
- Authors of the bestseller, *Training Trances*
- Authors of *Dreaming Realities*



John and Julie are well known for creativity, innovation and most of all, heart. The combined success of this husband and wife team has led them to the international stage, as they are among the most popular NLP trainers in the world. Their special training style will enable you, like many others, to learn easily in a comfortable and relaxed way, while having lots of fun!

"I came to this training specifically because John and Julie were teaching it. I wanted to experience instructors who teach with total heart. I found, as usual, the experience far exceeded my expectations."

Ron Foran
President, Foran Financial Institute
Toronto, ONT, Canada

What is NLP Trainer's Training?

During NLP Trainer's Training **Core Skills** you will learn the essentials to being an excellent trainer. The course is highly experiential with daily presentation exercises in small groups. You will receive expert feedback from the Neuro-Energetics Training Team to assist your growth as a Trainer. The course includes many aspects of training and presenting from NLP, as well as, other fields of research.

You will learn:

- How to facilitate conscious and unconscious learning
- How to elicit and anchor states in an audience
- How to manage your state throughout presentations
- How to do NLP demonstrations for maximum effect
- How to nest metaphors and chain the message to ideal states for learning
- How to detect and utilize different learning styles
- How to facilitate natural group process
- How to communicate on multiple levels simultaneously
- How to use your physiology for maximum effect
- How to use archetypal physiology types for maximum effect with audiences
- How to handle questions and hecklers
- How to use auditory anchors for learning and increasing voice flexibility

You will also learn:

- To develop your personal training style to create charismatic presentations
- The use of hypnotic language and trance in the learning environment
- The art of motivating audiences
- Non-traditional teaching methods and much, much more!

What is NLP Trainer's Training Evaluation & Certification?

This is a comprehensive training evaluation that is approved by the American Board of NLP, the largest NLP membership organization in the USA. It is a separate experience from the Trainer's Training. If you want to become an NLP Trainer and/or teach NLP Certification Trainings, we recommend that you take the evaluation following Trainer's Training. You will be in the "Trainer's Training state" so the evaluation will become an extension of Trainer's Training.

The evaluation includes:

- Comprehensive, closed book, written test of traditional NLP Practitioner and Master Practitioner information (Audiotapes and CDS study guides are available for preparation)
- Two presentations of approved Practitioner and/or Master Practitioner content
- Demonstration of a standard NLP technique upon request

What are the Requirements to Become a Certified NLP Trainer?

- Proof of approved NLP Practitioner and NLP Master Practitioner Certification
- Successful completion of Trainer's Training
- Successful completion of Trainer's Training Evaluation & Certification
- Signed ethics agreement

...that's right, it's all for YOU!!!

What are Specialties Sessions?

It is our goal for you to be a success. We have recruited a team of Certified NLP Trainers who have all experienced Trainer's Training and are now applying their learnings to specialist training environments. These sessions are **OPTIONAL** and **FREE**, and you will find them of great use in establishing yourself as a successful trainer.

Neuro-Energetics has a very strong commitment to the development of NLP Trainers. Therefore, there will be additional trainers presenting specialty segments. This provides the participant with many different training styles upon which to model themselves and it provides the presenters with a way to "leave their legacy" with new trainers.

Some Topics Included in this Segment

- **The *Busines* of NLP**
- **Training Inside Corporations**
- **Operational Levels of an NLP Training Institute**
- **Panel Discussion Night to Include Making PIGS**

Coaching is the fastest growing area in personal development, having been designated as a credentialed field in 1998. John and Julie will introduce their specialized coaching segment. This segment specifically applies NLP skills to the exciting new field of business and life coaching. You'll learn powerful new step by step models for coaching using Humanistic NeuroLinguistic Psychology™ that far exceed traditional coaching trainings. As a bonus, you'll benefit from world class coaching while you learn to coach.



Humanistic Neuro-Linguistic Psychology™

**No matter what you think you are,
you are always more than that!**

John and Julie coined the term Humanistic Neuro-Linguistic Psychology™ to describe their branch of NLP. Their extensive research in quantum physics, ancient spiritual systems, hypnosis, neuro-science and the experience of life led them to create this natural extension of traditional NLP.

HNLP is the study of how Mind creates reality through language and behavior.

The International Network for Humanistic Neuro-Linguistic Psychology™



As a result of the increasing recognition and growth of HNLP, John and Julie formed the International Network for Humanistic Neuro-Linguistic Psychology™ in 1998. INHNLP's mission is to provide a network for collaboration, mentorship and research for NLP professionals who embrace Humanistic and spiritual values in their work and their lives. Being a part of INHNLP will identify you with the leading edge in NLP.

Membership in INHNLP provides:

- Full approval as an HNLP Institute
- Use of the official Network seal for your institute's certifications
- Valuable on-line support
- Participation in research and development efforts and support for your contributions to the fields of NLP and HNLP
- A membership directory

Please check with these associations for their membership requirements.

Special thanks to Patricia Miller for sharing her wise words for the front cover.

What are the Benefits of Evaluation & Certification?

- **Dual certifications:**
 - Recognition as a Certified NLP Trainer
 - Recognition as a Certified Humanistic NLP Trainer with eligibility for the NLP Master Trainer Program
- Eligibility as an approved Time-Based Techniques™ Institute
- Eligibility to certify NLP Practitioners and Master Practitioners
- Eligibility to use Neuro-Energetics NLP Practitioner Training Series audiotapes and CDS to run popular, audio-assisted trainings
- Eligibility to become a Neuro-Energetics Distributor
- Eligibility to become an ABNLP approved NLP Institute

The International Network for Humanistic Neuro-Linguistic Psychology™

As a Certified Trainer of HNLP, you are eligible to certify Practitioners and Master Practitioners in Humanistic NLP and Time-Based Techniques.™



The American Board of NLP (ABNLP)

Neuro-Energetics Trainer's Training is fully approved by the ABNLP and you will be eligible to establish an NLP institute through ABNLP. As a member institute, the Practitioners and Master Practitioners you certify will be fully approved to join ABNLP.



The UK Association of NLP (ANLP)

Neuro-Energetics is a member of ANLP.

The Canadian Association of NLP (CANLP)

Neuro-Energetics is a member of CANLP.



The Neuro-Energetics Master Trainer Program

The Neuro-Energetics Master Trainer Program is unique. It is about leaving a legacy. Master Trainers are seasoned, expert teachers who have made a significant contribution to the field of NLP.

We will assist you in becoming a known expert in your own area of interest. For the field of NLP to stay alive and growing there need to be leaders and developers. To be successful in NLP you need to have a niche. We will help you develop it. If you are interested in the challenge and growth of making a significant contribution, we invite you to apply. This unique personal development program is open to Certified Trainers of HNLP who have completed the Neuro-Energetics Trainer's Training.

Requirements for certification:

- Assist once at Neuro-Energetics Trainer's Training.
- Documented teaching of at least five Practitioner Trainings and three Master Practitioner Trainings, or the equivalent hours teaching NLP in specialized areas (business, education, health, etc.).
- A significant contribution to the field of NLP, which is prior-approved by the Neuro-Energetics Master Trainer Team. This can be a published book, a full length series of audiotapes and/or videotapes or a series of other published works.
- A curriculum vitae and certification fee.