

# The 18-Day NLP Practitioner Certification

Discover Time-Proven Techniques for Achieving Extraordinary Success at ...

## How to Unlock and Reach Your True Potential

### You Will:

- Gain tools to produce rapid – and lasting – change
- Improve your management and leadership skills
- Learn to build rapport, mediate and negotiate with anyone
- Discover the easiest, most predictable path to achieving your dreams

### The NLP Institute of California

2618 J Street, Suite 4  
Sacramento, CA 95816  
1-800-767-6756  
1-916-447-7609  
kris@nlpca.com

Classes starting in September and October 2002  
San Francisco Airport/Burlingame, CA or Sacramento, CA  
1-800-767-6756 or 1-916-447-7609 • www.nlpca.com

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"This is an immediately practical and applicable program to improve every aspect of your life."

Dan Baker, Counselor,  
Brentwood, California



Led by well-known NLP trainer, developer and author Tim Hallbom

Presented by The NLP Institute of California  
Classes starting in September and October 2002  
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Great for Newcomers ... and as a Refresher Course!

## The Two-Day Introductory Workshop

### Creating Positive Change Through NLP:

Whether you're just discovering the promise of NLP ... or you're an "old hand" who would like a refresher, this two-day hands-on workshop is an ideal introduction to basic NLP concepts.

You'll walk away knowing how to:

- ✓ Sharpen your ability to read the complex non-verbal cues people constantly offer ... and adjust your communication accordingly.
- ✓ "Re-program" the software of your mind to generate new and better behaviors – whenever you want them – to make it easier to get what you want out of any situation.
- ✓ Revisit situations that caused you to feel stuck or wounded (or that resulted in painful, problem memories) ... and turn them into success-boosting learning opportunities.
- ✓ Create outcomes that are predictably achievable ... so you can get more of what you want in life.
- ✓ Discover how to consistently achieve the best state of mind to do anything.
- ✓ Vanquish your fears and other strong, unpleasant emotions ... to achieve internal peace and greater happiness.
- ✓ Stop obsessing ... and become more fully present in life.
- ✓ And much, much more!

**When: Saturday and Sunday, August 24 and 25,**

**10:00 a.m. to 5:30 p.m.**

Where: Hilton Garden Inn  
San Francisco Airport / Burlingame, CA  
1-650-347-7800

**Tuition: \$247\***

Seats fill fast. Call now to reserve your space:  
**1-800-767-6756 or 1-916-447-7609**

**\*Special Offer—Receive This Training for FREE!** If you sign up for the Fall 2002 18-Day NLP Practitioner Certification Training after attending this two-day program, we'll credit your \$247 tuition toward the practitioner program registration fee ... making your participation in the basics program absolutely free!



### Here's what you'll miss by not attending the 18-Day Practitioner Training:

1. The chance to learn **performance-improving techniques** identified through years of studying what works – and what doesn't.
2. **A guaranteed return on your training investment.** You can test each NLP technique ... for instantaneous feedback about whether you mastered it.
3. **The secrets for improving your health ...** and staying healthy.
4. **Proven tools** for helping your children succeed in a competitive academic world.
5. The opportunity to **learn rapport-building skills** that will help you communicate effectively with even the most challenging people ... and get both of you exactly what you want.
6. **Time-tested methods**, learned from the biggest successes of our day and age, to help you achieve any goal you set for yourself.
7. **Cutting-edge techniques** that will help you consistently attract more clients to your coaching, consulting or therapy practice.
8. **Sure-fire ways** to make yourself more appealing and valuable to your employer.
9. **Unlimited success.** Invest one weekend a month for six months in improving yourself ... and there's no limit on the success you'll achieve professionally or personally using the proven techniques you'll learn.
9. **An in-depth, comprehensive and affordable education.** (Your daily cost could be as low as \$144.17 ... about the price of a nice dinner out, an hour of coaching or consulting ... even a night's hotel lodging. Except that you'll reap the rewards of this investment for the rest of your life.)
11. **Training by a team of highly respected and innovative NLP trainers:** Tim Hallbom, Nick LeForce, Suzi Smith, Dee Kinder, and Lynda Fudold.



## What Recent Attendees Say:

Here are a few comments we've received from recent attendees. (Want to see the original letters or e-mails? We'd be happy to share them.)

*As the CEO of a high-tech growth firm, I have no time for 'fluffy' training. Let me tell you something—those who need to communicate more effectively in business will greatly benefit from the NLP Practitioner Training. For me, it was revolutionary. I found it improved every area of my work and home life."*

*Tom Hoobyar, President, Asepc, Inc., Mountain View, California*

"I found your NLP Practitioner Training to be some of the most stimulating, practical and pertinent professional training I have experienced in my thirty-two years in public education."

*Wayne Padover, Ph.D., Superintendent of Schools, Sacramento, California*

*"My training at the NLP Institute of California has given me the opportunity to understand the blind spots in my personal and professional life... The tools that I have gathered have allowed me to change, redesign and align my life in exactly the way that I wanted. I will be forever grateful."*

*Robert Low, Certified Hellerworker Los Gatos, California*

"NLP is helping me become a more effective and loving spouse, friend and teacher."

*Marilyn Baldauf Cooney, High School Teacher, Milbrae, California*

*"The training was very clear and communicated consistently with incredible skill and knowledge."*

*Joan Marie Benet, Body Worker Sacramento, California*

# The NLP Practitioner Certification Training

## Why NLP Belongs in Your Life

Do you ever wonder how some people effortlessly achieve phenomenal success in their personal and professional lives ... while you must work harder – and longer – to achieve your potential?

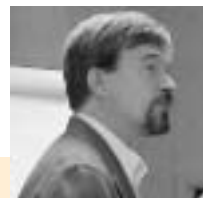
We know their secret. And we can teach you how to replicate their success in your own life using NLP (Neuro-Linguistic Programming).

NLP is the science of studying the patterns of excellence in the world's most successful people ... identifying the processes that produce their amazing results ... and then "re-programming" the software of your mind to replicate their successes.

In other words, you'll discover what you need to change to achieve your fullest potential. And then you'll learn how to do it, by mastering the step-by-step processes and skills to implement rapid, lasting change in your life ... and in the lives of others.

Designed for people from all walks of life, the 18-Day NLP Practitioner Certification ensures that you'll be able to instantly incorporate these behavior-based methods and skills into your daily life. For changes you can see quickly ... and results you can count on.

Want to witness the power of NLP techniques firsthand? Then check out our two-day basics workshop – details are on the back cover. Or sign up for a free introductory seminar at [www.nlpca.com](http://www.nlpca.com).



## 11 Special Benefits of Attending:

1. **A team of trainers led by world-renowned NLP trainer, developer and author Tim Hallbom.**
2. **An information-packed workbook** for use in class ... and back home.
3. **A networking directory.** So you can connect and brainstorm with your classmates between classes.
4. **A class schedule designed to facilitate long-term learning.** 18 days is a lot of training ... but there's a lot of material to master. Our schedule allows you to learn the techniques, not just theory. And by meeting just one weekend a month, you have adequate time between sessions to review your notes, practice techniques ... and take care of your "regular" life.
5. **Personal attention and support** from our hand-chosen team of teaching assistants ... all graduates of the 18-Day NLP Practitioner Certification.
6. **Methods and skills that you can test** in class, and in real life, to ensure they work.
7. **Professionally guided practice sessions.** Your participation ensures that you don't lose your skills ... in fact, it guarantees that you master them.
8. **Audiotapes** will be available for purchase (at our lowest possible cost), so you can review content as often as needed to glean every drop of knowledge.
9. **Discounted hotel room rates.** We've negotiated special room rates with our host hotels.
10. **Competitive pricing** so your out-of-pocket investment is affordable. The per-day cost is as little as \$144.17 (see page 7 for details.) And we even offer interest-free financing (call Kris or Mike at 1-800-767-6756 or 1-916-447-7609).
11. **Your satisfaction is guaranteed.**

## Registration Form

*Please copy this form for multiple registrations.*

**Yes! I want to learn how to harness my innate mental abilities to achieve extraordinary success. Save me a seat for The 18-Day NLP Practitioner Certification.**

### 1. Contact Information

Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail Address \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Approving Manager \_\_\_\_\_ Title \_\_\_\_\_

**Privacy Pledge:** We are committed to protecting your privacy. So we never rent, sell or otherwise share our database. Your information is safe with us!

### 2. Keeping in Touch

Yes, I'd like to include my contact information in the directory of attendees, which we may use to network with each other before and after the seminar. (Note: due to the proliferation of unwanted e-mail, e-mail addresses will not be published.)

We occasionally send notices of upcoming events to interested current and past students. May we send this information to you via e-mail?  Yes  No

### 3. The Program I'll Attend:

**San Francisco Bay Area Program**

Cost: \$2895.00 (\$2695 early bird discount)  
(All weekend dates)  
October 11-13, 2002  
November 8-10, 2002  
December 6-8, 2002  
January 10-12, 2003  
February 7-9, 2003  
March 7-9, 2003

**Sacramento Program**

Cost: \$2895.00 (\$2695 early bird discount)  
(All weekend dates)  
September 20-22, 2002  
October 18-20, 2002  
November 15-17, 2002  
December 13-15, 2002  
January 17-19, 2003  
February 14-16, 2003

**Two-Day Workshop**

Cost: \$247.00  
Saturday and Sunday  
August 24 and 25  
San Francisco Airport/Burlingame  
(Enroll in the 18-Day Program after attending this program and the \$247 will be applied to the 18-Day Program registration fee.)

#### 18-Day Program Early Payment Discounts:

- Save \$200 if you provide a minimum deposit of \$500 by Sept. 5 for Sacramento, and Sept. 15 for the Bay Area. (Discounted fee is just \$2,695 per person.)
- Save \$300 if you prepay the entire registration fee (\$2,595) by September 15, 2002.

(Please circle one) CHECK  Visa  Master Card  AmEx

Credit Card # \_\_\_\_\_ Exp. (MM/YY) \_\_\_\_\_

Amount to charge \$ \_\_\_\_\_ Signature \_\_\_\_\_

Great payment plans ... some interest free. For details, call Kris or Mike at 1-800-767-6756 or 1-916-447-7609.

### 4. Five Easy Ways to Register — Submit your completed registration via: Phone: 1-800-767-6756 or 1-916-447-7609

 Fax: 1-916-447-7606  Internet: [www.nlpca.com/pract.htm](http://www.nlpca.com/pract.htm) (register and pay on line)

 E-mail: [kris@nlpca.com](mailto:kris@nlpca.com)  Mail: The NLP Institute of California, 2618 J St., Suite 4, Sacramento, CA 95816

*After you register: We will confirm your registration promptly. You'll receive a registration information packet, which will include travel planning details.*

Be one of the first 20 people to register ... and receive your choice of popular NLP books, *Introducing NLP*, or *NLP: The New Technology of Achievement* **Absolutely FREE.**

Questions about NLP training? Call Kris or Mike at **1-800-767-6756 or 1-916-447-7609**

Class size is absolutely limited to 60 people. Reserve your seat today – pick up the phone and call **1-800-767-6756**

## Our Pledge to You – Total Satisfaction or Your Money Back

The NLP Institute of California offers a 100% satisfaction, no-questions-asked guarantee for all of its training.

Here's how it works: Come and attend the first two days of the NLP practitioner training. If you decide that the training isn't for you (for any reason), just let us know by the end of Day 2, and we'll refund 100% of your registration fee. No questions asked ... and no hard feelings.

You will be completely delighted with your NLP Practitioner Certification—we promise!

Tim Hallbom, Nick LeForce, Suzi Smith, Dee Kinder, and Lynda Fudold

## Tuition Reimbursement

Many organizations will reimburse their employees for continuing education. Check with your supervisor or human resources department to verify your company's policy.

And if you would like our help explaining how *The 18-Day NLP Practitioner Certification Program* will help your on-the-job performance (and therefore, your employer), just give Kris a call at 1-800-767-6756 or 1-916-447-7609.

## Seminar Details:

**What You Get:** Registration in The 18-Day NLP Practitioner Certification includes: all course materials, coffee and tea at all sessions, study sessions, hotel parking.

**Location:** The South San Francisco Program (October 2002 to March 2003) will be held at the Hilton Garden Inn (San Francisco Airport), 765 Airport Blvd., Burlingame, CA, 1-650-347-7800. Call 916-447-7609 or see our web site at [www.nlpca.com](http://www.nlpca.com) for details of the Sacramento Program (September 2002 to February 2003)

**Lodging:** Mention the NLP Institute of California when making your room reservation to receive a discounted rate.

**Transportation:** South San Francisco Program: The closest airport is the San Francisco Airport. The Hilton Garden Inn provides a free shuttle to and from the airport. For details, call 1-650-347-7800. Free parking is also available.

Sacramento Program: Location to be announced. Call 916-447-7609 or see our web site at [www.nlpca.com](http://www.nlpca.com) for details.

**Cancellations:** If you are unable to attend, you may send a substitute in your place. Or you may cancel without penalty up to 8 days before the program's start day. Cancellations within a week of the program's start will be given a credit for a future course. No-shows are responsible for 100% of the enrollment fee.

**Schedule:** Registration opens at noon the first day of class. Sessions will be held from 1:00 p.m. to 6:30 p.m. on Fridays, 10:00 a.m. to 5:30 p.m. on Saturdays and Sundays.

**Tax Deduction:** The cost of this seminar may be tax deductible. Please check with your accountant to discuss your situation.

## Meet Your Trainers:

**Tim Hallbom** is a well-known and admired leader in NLP. He's developed many NLP processes and is known for making learning fun and easy. His areas of expertise include using NLP to enhance performance in business, health and personal growth. He's the co-author of *Beliefs: Pathways to Health and Well-Being* and *NLP: The New Technology of Achievement*. He's the co-founder, with Kris Hallbom, of The Money Clinic.™



**Nick LeForce** has 20 years of experience in the field of human communication and development, with a unique background combining psychology and business management with NLP. He is the author of *Introduction to Ericksonian Hypnotherapy* and *Healing the Hurts of the Heart: Breaking the Shackles of Emotional Debt*.

**Suzi Smith** is a co-founder of Anchor Point Institute with Tim. She is an internationally renowned NLP Trainer, developer, and the co-author of *Beliefs: Pathways to Health and Well-Being* and *NLP: The New Technology of Achievement*.



**Dee Kinder** founded and oversees the NLP Midwest Institute in Omaha, Nebraska, where she has provided NLP Practitioner and Master Practitioner certification training since 1990. She excels at connecting with a group and helping each person get exactly what they want from training. She consults with and trains organizations in leadership and communication effectiveness in the United States and in Europe.

**Lynda Fudold** consults, coaches and trains in business, specializing in influencing skills, business problem solving, and human systems, as well as training for NLP Institutes. After 20 years of effective work with people to achieve changes for the better, she brings enthusiasm, excitement and joy to her work.



## Who Should Attend

This program is for you if you want to:



- Achieve **greater professional success**.
- Increase the love, respect and support** in your relationships.
- Evolve** as an individual.
- Learn things more quickly** ... and retain your knowledge longer.
- Express yourself more clearly and better persuade others** to see your point of view.
- Communicate and build rapport with anyone** ... in any situation.
- Help your children succeed** in school, sports and friendships.
- Enable your body to heal itself**.
- Help people recover from trauma** within minutes, rather than years.
- Assist others in **overcoming mental blocks** that limit their success.
- Learn and adopt the proven techniques** used by world's most successful people to build their fortunes.
- Discover the way to **accomplish any goal** you set ... and perhaps some you didn't realize you had.

NLP can help you achieve these phenomenal results! Our training is suited for both the professional and the layperson. Many participants fall into one of the following categories:

- ✦ **Individuals** who want to supercharge their personal and professional effectiveness.
- ✦ **Coaches and Consultants** who want to learn cutting-edge techniques to quickly help their clients ... and to build their practices.
- ✦ **Professionals in high-tech industries** who want to communicate and connect with people more effectively ... and boost their creativity.
- ✦ **Managers** who want to become more effective leaders ... build a cohesive team ... and positively motivate staff members.
- ✦ **Therapists, Counselors and Other Health Professionals** who want to incorporate NLP into their treatment to enable positive, lasting change in patients' behavior.
- ✦ **Sales professionals** tired of guessing what clients are looking for. Using NLP, you'll be able to lead prospects into spelling out exactly what they want ... and determine what you should say to close the sale quickly.
- ✦ **Teachers and Parents** who want to nurture children's interest and aptitude for learning ... and redirect their charges' energy from unproductive and harmful behavior into the pursuit of excellence.

## What's Required to Become a Certified NLP Practitioner?

- Attend at least 15 out of 18 full days of training. (Attendance is tracked in 1/4 day increments.)
- Participate in a minimum of 10 hours of practice sessions (over 6 months).
- Read two books (to be assigned in class).
- Complete in-class feedback sessions each month.
- Select a special interest focus.
- Demonstrate mastery of NLP skills and concepts.

## What Recent Attendees Say:

Here are more comments we've received from recent attendees.

*"This is the beginning of the rest of my life: I feel I've just woken up in time! I now have the tools and techniques of NLP to grow and blossom. ... Tim Hallbom is a remarkable man with a depth of understanding I have not encountered before. I felt strongly supported in my journey to explore my inner self and express my emotions as they surfaced."*

*Lizzie Kennard, Professional Coach  
Mill Valley, California*

*"I thoroughly enjoyed the training and have made it a part of my life. Family and work have both benefited from the work done within myself."*

*Michael McFarlin, Insurance Broker,  
San Francisco, California*

*"NLP training has allowed me the opportunity to appreciate myself more, as well as others."*

*Lynda Potter, Project Manager  
Mountain View, California*

*"NLP gave me an unbelievable New Life Pattern."*

*Marc Ricci, Wine Vendor  
Los Altos, California*

*"Just coming to NLP training has opened doors that I never even saw before."*

*Rosa Gill, Behavioral Research Analyst  
Palo Alto, California*

*"Thank you, thank you, thank you! ... NLP has energized by my life to greater degrees than I could have thought. My life will never be the same again with my new options and strategies."*

*Lisa Kamieniecki, Union Steward,  
San Francisco, California*

**To see more testimonials, call us at 1-800-767-6756 or visit [www.nlpca.com/pract.htm](http://www.nlpca.com/pract.htm)**

## What You Will Learn:

*Rather than just give our description of the course content, we asked past participants to describe what they learned. Here's what they said...*



- 50+ strategies for creating and maintaining states of personal excellence.
- How to control your destiny by changing your state of mind.
- Easy-to-learn techniques for replacing limiting beliefs with empowering ones ... building your self-confidence and chances for success.
- 21 ways to read the unconscious, physical signs that other people send in conversation. So you'll be able to immediately modify your communication ... and achieve desired results.
- Tried-and-true methods for keeping yourself motivated ... even when all you want to do is curl up in bed.
- Greatly improve your ability to listen as others speak ... and speak so others will listen.
- Influence and inspire others ... just by changing the words you use and how you say them.
- Give "feedback" that people will accept ... facilitating change while minimizing personal conflict.

- Maximize your efficiency at any task ... so you can accomplish more in less time.
- Learn to decrease—even eliminate—procrastination. So you finish work more quickly ... and have more time to "play."
- Effectively deal with writer's block and other creative issues.
- Dramatically reduce conflict in your life by gaining an understanding of how others see the world ... and why they act the way they do.
- Learn to objectively view and analyze your actions ... so you can coach yourself to new choices and better results.
- Learn EFT processes to release emotional baggage.



- How to embrace failures and setbacks as opportunities to grow and learn.
- Tap an internal source of unlimited patience ... for your kids, your difficult clients and co-workers, and even for daily frustrations, like bumper-to-bumper traffic.
- Rid yourself of mental blocks that are inhibiting your performance.
- Attract the things you really want in life ... without conscious thought or effort.
- Identify the hidden causes behind common problems like procrastination, creative blocks and phobias.



- Conquer lifelong fears and phobias (in as little as 15 minutes).
- Wipe away self-limiting beliefs that prevent you from reaching new heights of personal and professional success.
- Masterfully mediate any conflict ... finding win-win solutions in seemingly impossible situations.
- Unite and lead any type of group (from employees to volunteers ... even rebellious teenagers).
- Proven methods to motivate employees by connecting with them on a personal level ... rather than using "carrots" and "sticks."
- Build rapport with any person ... even people with difficult personalities!
- Communicate clearly and effectively. With people from any culture.
- Evolve into a greater state of awareness of the world around you.
- Use eye movement integration to eliminate emotional blocks and fears.
- Recover more quickly from mental and physical traumas ... greatly enhancing your quality of life, as well as potentially saving thousands of dollars in medical treatments.
- Proven methods to achieve rapid – and lasting – change.
- Boost your happiness and self-esteem ... and watch the world react positively to those changes.

## What You Will Learn:

- Empower yourself to change things that frustrate and defeat you in your current life ... so you can achieve success and personal fulfillment.
- Bring a new level of understanding and candidness to conversations with friends and family.
- Learn to objectively review hurts and wrongs from your past ... and then effectively rewrite history to leave the pain behind.
- Deepen the special bond with your spouse or significant other by opening the lines of communication and understanding.
- Build a trusting, open relationship with your children.
- Help children redirect energy from potentially destructive and dangerous pursuits into positive, challenging activities.
- Manage your emotional states ... so you can quickly shift from a bad mood to a sunny attitude.
- Identify and correct unconscious ways you are sabotaging your success.
- Achieve unlimited success by replicating patterns of excellence found through systematic study of the most successful people in the world.
- Understand and fix your communication mistakes ... so you can react properly when people "blow things out of proportion" or take your comments in the "wrong way."
- How to find others' subconscious desires and fears ... so you can match your product or service to their real needs.
- Negotiate deals and solutions that leave all parties feeling like a winner.

- Improve your ability to vocalize your thoughts and express your feelings ... and say good-bye to the regrets of not speaking your mind.
- Read non-verbal cues for instant feedback regarding your message.
- Master advanced communication and motivation skills ... so you become an even more effective manager and leader.
- Instantly trigger a mental state of peak performance ... for the situations when you need to be your best.
- Rebound from personal tragedies, such as divorce or the death of a loved one, more quickly.
- Navigate life changes, such as moving and career changes, with ease.
- Gain a greater understanding of how the world works ... by seeing the world through the eyes of your fellow humans.
- Boost your self-confidence in any situation.
- Learn to identify potential problems well in advance ... and prevent costly and embarrassing delays on your projects.
- Master the intricacies of reading body language and other nonverbal communication ... so you can determine what people are really trying to say.
- Inspire others to change, achieve more ... and even help you accomplish your goals.
- Overcome the damaging effects of cutting remarks your parents made decades ago ... and watch your childhood dreams materialize.
- Learn how the mind filters sensory input ... and you'll understand how two people can hear the same thing, yet have two wildly different interpretations of what was said.

- Improve your intimate relationships by effectively resolving problems and conflicts—without fighting or other destructive behavior.
- How to incorporate the NLP skills you learn into your daily life ... so you can achieve greater success wherever you go.



## Still undecided?

### Take a "Test Drive"

New to NLP? Take one of our free seminars to see for yourself how powerful NLP can be.

Our free evening sessions are held in Burlingame (near the San Francisco Airport) and Sacramento, on topics such as:

- Discover how NLP can help you unlock your potential.
- How to create health and well-being for yourself and others.
- How to use NLP to enhance your career and career options.

For an upcoming course schedule, please visit [www.nlpca.com/freesems.htm](http://www.nlpca.com/freesems.htm).

### Experience the Basics of NLP

Are you intrigued by the benefits NLP offers ... and want to learn the basics? Then sign up for our 2-day introductory course (see the cover for details).