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# Opportunities with NLP4Kids

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Training, Licences, Earning Potential & More



NLP4Kids Ltd

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*5th Edition - March 2024*

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# Introduction

*By Gemma Bailey*

The purpose of this brochure is to bring every piece of information you could possibly need to know about becoming an NLP4Kids practitioner, into one handy brochure.

You will find that the guide layout is suitable for those who are big picture thinkers and those who like the finer details too. Each section contains an overview, bullet points or illustrations to talk you through the steps to becoming a successful NLP4Kids practitioner. This is followed by specific information about that section and directions to further reading or videos.

**I strongly recommend that you read this guide in full** prior to attending a discovery day or a one to one meeting with us. This will allow you to streamline your questions and begin to build a picture of how this business will work for you. There are many important details for you to know about what we do and how we do it, so the more knowledge you can gain now, the easier it will be to understand what we are talking about later on.

I appreciate there may be a temptation to jump straight to the financials section! Of course, making back your money from your investment into an NLP4Kids business is incredibly important. Let me tell you something that I think you must also take into consideration about the money-side of this business...

At a recent event, a delegate told me that he wanted more money than our typical day rate in a school would pay him. Whilst we do have suggested standard rates, actually the fees you charge are down to you. But this guy wanted *significantly* more.

I think it's important to be realistic. We're working with schools and families, not Canary Wharf corporations. It is highly unlikely you would be able to buy yourself a yacht on the money you make from your NLP4Kids business.

I mentioned this to a friend the other day and as an example, I talked about the work we offer to schools, which pays up to £250 per day. If you worked 5 days a week in schools (which I wouldn't recommend because it's a lot more work than you might expect!) you'd be set to get £1250 per week and still have 22 weeks holiday to take (we tend to work in schools in 3 blocks of 10 weeks). In my own coaching practice, I charge £250 per 90 minute session for parents and I personally prefer this to 6 hours in school. I told my friend about the gentleman who had said that he wanted more money than that. My friend pointed out that London bus drivers get paid £500 a week and also get rather a lot of abuse from commuters! He asked me if I thought the work we do might be somewhat more enjoyable than driving a London bus, in traffic and in the rain and I exclaimed "Of course it is!"

My point being, you can't just look at a business like this as a money spinner. You've got to be in it because you love children and believe that the future will be better for all of us if we invest in them and their well-being.

Another chap once told me he was choosing between the NLP4Kids business opportunity and a wheeled-bin cleaning franchise. I told him to go for the wheeled bin one because the motivation for him to do that, was of course the money. No one is feeling passionate about cleaning wheeled-bins!

I've worked really hard to cultivate a team of practitioners who have a varied skill set and a great attitude, who will compliment each other. The one thing they have in common is that they want to make a difference. You've got to have some of that in your blood. You can't come at this just thinking about the money. I get it - the money is important but so is your motivation to do this kind of work.

I'm confident about the financial aspect of this business - I always have been because I was the first (and am probably still) our highest performing practitioner despite running two other companies, training and mentoring the NLP4Kids team. I know what's possible for those who *really* go for it. But to do that - to really go for it - you have to have the passion for it. If you don't love it *first*, the people you are interacting with will be left feeling like a wheeled-bin and won't pay to work with you again. You have to have the drive for this kind of work to *get* the money. If the money is your primary focus, your clients will sense it and you'll find your business plan doesn't work out as you'd hoped.

You will see in the financial section, the variety of different ways in which you can use your time to create the highest possible income but, bear in mind that there might be areas of work that do not pay so highly, that you would really *love* to do. It's important that you love this work, so I'd recommend creating your own unique business plan that takes into account the hours you want to work, the type of work you'd like to be doing *and* the work that will help you meet your financial targets too.

It's your own business. That means you style-it-out to be the way you want it to be, taking responsibility for your outcomes and holding yourself accountable. It can be a lonely road starting up on your own and that's why the 'team' aspect of NLP4Kids is so very important to us. It means that even though you are starting your own business, we've got your back.

There are not too many problems we haven't already created the solutions for because we've been through the process of training and recruiting a good few times now and as a franchise, we offer one of the most comprehensive and value for money packages with our ongoing support and resources for our team.

There's a few hoops to jump through to join us, there'll be hurdles too and some aspects of the training can be challenging on an academic or personal level.

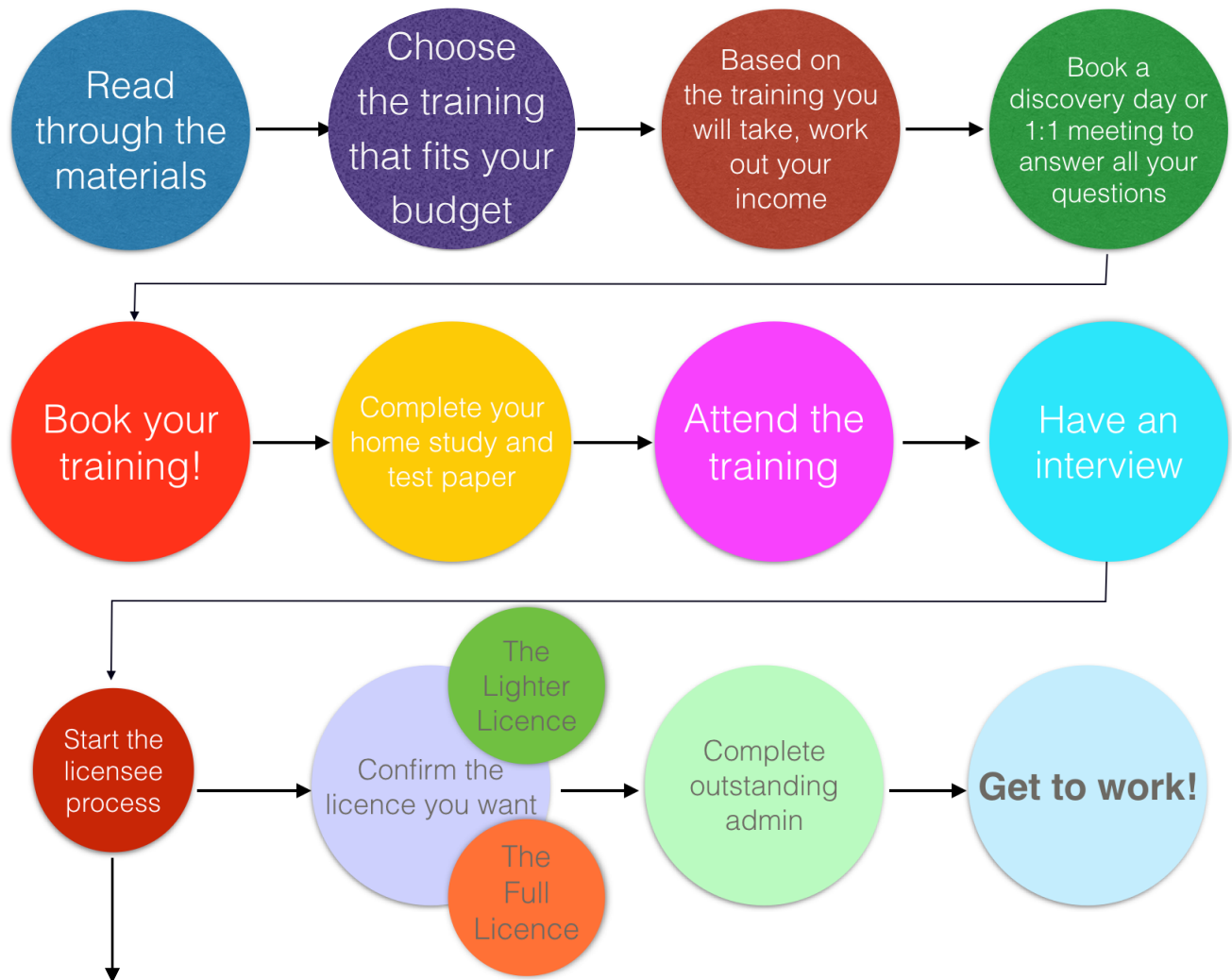
And we're here to support you every step of the way.

Gemma X

# The Journey 1

## *An Overview*

### 12 Steps to Becoming an NLP4Kids Practitioner



The step above titled “ Start the licensee process” has an optional exit point. Some people train with NLP4Kids just for the training. We refer to these people as “training only”. This happens when someone doesn’t need, doesn’t want or isn’t suited to becoming a licenced NLP4Kids practitioner.

For example, sometimes we train teachers as NLP4Kids practitioners. They want the skills we have, but do not want to quit their job to start a business and join the NLP4Kids team. For this reason they exit the process once the training is completed and receive a “trained” logo and certificate instead of the “licenced” logo and certificate.

# The Journey 2

## *The Details*

### **Read through the materials:**

As well as reading through all of this brochure, you can find our FAQs here in written and video format:

<https://nlp4kids.org/franchise-faqs>

### **Choose the training that fits your budget:**

On this page you will find details about our training levels and the cost of each of them. You will also see a video-version of the image on the previous page with extra details about the steps included: <https://nlp4kids.org/nlp4kids-accredited-training>

### **Based on the level of training you will take, work out your income:**

Read through all of this brochure to study the different income streams available to you.

There are several different ways in which our practitioners earn a return on their investment.

1. We offer one to one sessions for children in a private therapeutic coaching session. This means that a parent will typically contact the practitioner or NLP4Kids HQ directly requesting some sessions for their child. Typically we see children between 2-5 sessions and our practitioners charge an average of £113 per session.
2. We work with children in schools. This may take the form of workshops with small groups or one to one sessions with children that the school identify as those who would benefit.
3. We deliver workshops to teachers and we deliver one to one coaching for teachers.
4. We also deliver workshops and one to one sessions to parents.
5. We work with other groups of people who work with or influence children in some way. For example, children charities, healthcare professionals and people that work within the local council with children and families. Often this work is funded by 'Superheroes', a not-for-profit company we are affiliated with.

Then complete a business plan which you can access from Question 31 in the franchise FAQs here: <https://nlp4kids.org/franchise-faqs>

### **Book onto a discovery day or a one to one meeting:**

You can get the latest discovery day dates and sign up online here:

<https://nlp4kids.org/discovery-day>

You can also sign up to a one to one meeting with the company director from that page.

### **Book your training:**

You can pay in full or set up monthly payments for training on this page:

<https://nlp4kids.org/nlp4kids-accredited-training> You can also pay by bank transfer or cheque - just give us a call on 0203 6677294 or email us to request an invoice which will contain the information you need to pay.

### **Complete your pre-course study and assessments:**

Prior to attending the NLP4Kids training, we will ask you to complete a home-study training programme which includes online assessments. The home-study and assessments are, in part, based on generic NLP Practitioner content and some is child specific. If you are not already an NLP Practitioner, we will ask you to attend a 7-day live training to complete this additional qualification. **This is a gift** from another company (not NLP4Kids) that you do not need to pay any extra cost for. If you already have this qualification you can send along a friend or family member in your place (if you do not feel you need a refresher of the training). You can find out more about the NLP Practitioner home study, test and live training here:

<https://peoplebuilding.co.uk/nlp-practitioner-training>

You can take the 7 day practitioner training *before or after* your NLP4Kids training.

It is possible that you can fail the assessments, though also highly unlikely as it is an “open book test.” This means that all of the answers to the assessment questions are in the materials that we give you. If you do not open the manual and listen to the discs or log onto the online training platform then you might struggle to answer the assessment questions! We always give feedback on submitted assessments and give you 2 further attempts at re-submitting it before we ask you to take more time to complete it and attend the next round of training instead. The batting back-and-forth of the assessments can take some time. This is why the latest you should apply for a place on the training is 4 weeks beforehand. That way we can ensure you have enough time to complete the home study element, have your assessments marked and returned to you for any adjustments a few times over if necessary, prior to the NLP4Kids training starting.

We also have an NLP4Kids home-study programme. *This is not an accredited study programme* and is for self development purposes only. This manual and USB resources are the ones you receive when you buy NLP4Kids training. You can find out more about this here: <https://nlp4kids.org/home-study-training-franchise>



### **Attend the NLP4Kids training:**

It's recommended that you start with the silver level NLP4Kids training. After that you can take your pick as to which order and sequence you follow for the other courses. If you wish to become a licenced practitioner, you will always need to do *at least* the silver level of training. If you do not want to become licenced, you can purchase anyone of the three levels of training from us, for self development and qualification purposes.

### **Have an interview:**

Before agreeing to licence you, we will ask you to jump through a few hoops. These include: A face to face interview, a formal application form, 2 references, a DBS check and a health questionnaire. You will also need to submit your business plan back to us, using the template we will provide you with.

You can get a copy of the application form or business plan template here:

<https://nlp4kids.org/becoming-a-licensee> and book your interview here:

<https://NLP4Kids.youcanbook.me>

**Start the licensee process or exit the process with training only.**

**OR**

### **Confirm the licence you want:**

You can read about the two different licences on the following pages and you can get a copy of our licence agreement by emailing [gemma@NLP4Kids.org](mailto:gemma@NLP4Kids.org)

Ask for a copy of the licence document once you have a good idea of the business model, the levels of training you want to do and the licence you would like. The licence document is written by our franchise lawyers and is therefore worded very formally, so make sure you understand the basics of our business before reading this document.

***THEN: Complete outstanding admin and get to work!***



# The Levels of Training 1

## *An Overview*

### **NLP4Kids Silver Level Training**

This is the foundation NLP4Kids level of training. It is 4 days consisting of 2 days focusing on workshops for children, one day on one to one sessions for children and one day on business, marketing and set up. You do not have to have any prior experience in working with children to attend this training (though it is helpful).

This training accredits you to work with children in one to one therapeutic/coaching sessions in a private practice or in schools and to conduct workshops for children in the community and in schools.

You do not need any formal NLP training as we provide you with an NLP practitioner home-study manual and 7 day live training via another company, called People Building Ltd. The home-study comes with an open book test paper, which means that all of the answers are in the manual. You need to complete the test paper prior to attending the NLP4Kids training – ideally 6 weeks before so that we have adequate time to mark it. It will take anywhere between 10 and 30 hours to complete the test. All of the answers are in the manual and on the accompanying CDs so please use this information to write your answers. You can take the 7 day live training *before or after* your NLP4Kids training.

If you are already trained in NLP, you are a master practitioner, a trainer or indeed a wizard, you still need to complete the home-study and test paper, but not the 7 day course. There are huge variations in the standards of NLP training and no enforcement to retrain which mean that the level of understanding of individual's NLP knowledge varies widely. We like to make sure everyone who attends NLP4Kids training has the same minimum standard of understanding and an understanding too, of our style. The home-study practitioner course is a **free gift**. There is not an opportunity to avoid it or ask for a cheaper price on our NLP4Kids training. Just because you have an extra certificate, it doesn't mean that we will invest any less time in teaching you, as we would someone who is brand new to NLP.

We appreciate you may have invested thousands in your NLP training so far and you might really, really, *really* want to do NLP4Kids training with us! But you still have to do the NLP Practitioner home-study first. If you haven't been trained as an NLP Practitioner previously, we will offer you that training at no extra cost. If you *are* already an NLP Practitioner you can attend the NLP Practitioner course again as a refresher or gift this course to a friend or relative.

## **NLP4Parents & NLP4Teachers Gold Level Training**

The gold level training introduces you to another skill-set of NLP tools that can be used in one to one sessions or in workshops for parents and teachers. We also look at the additional marketing opportunities available to you as a result of achieving this accredited qualification. The Gold Level Training includes the NLP4Kids Silver Level Training within the cost.

Sometimes people wonder if they will learn anything new as a result of training with us, particularly if they are already an NLP wizard. Personally, I'd challenge you to put yourself in any educational scenario and not learn something new. Our own licensees visit us for retraining even though they have already attended the courses. That's because even though they have heard it before, they hear it in a different way next time around. There is always something new to learn and NLP is generally very clunky, especially in regards to the language and terminology. One of the things we do really well is make it simple and comprehensible for children, parents and teachers.

NLP4Parents and Teachers gives you some more tools in your tools box, but above all, a structure and the confidence to get out to these new markets which are silently screaming out for help.

The Gold Level Training also includes everything from the Silver Level Training above. (So by taking the Gold Level Training, you will be joining us for a total of 8 days training: 4 Days on NLP4Kids and 4 days on NLP4Parents & NLP4Teachers.)

## **Hypnotherapy4Kids Platinum Level Training**

This includes your NLP4Kids Silver Level Training and the NLP4Parents & NLP4Teachers Gold Level Training too.

This course isn't about how to put children into deep hypnotic-zombified trance (although you'll learn the skills to do this too!) but it's about creating positive suggestions, metaphors and internal representations for children. We don't just study and create hypnosis scripts (with the author of best-selling book 'Creating Trance and Hypnosis Scripts': o-books) but we also consider the many other covert, every day ways in which you can help children to relax. All this, whilst also managing the expectations of the parents who may indeed enjoy the idea of their child being in a zombified state!

In addition, there is a new marketing spin as a result of this additional qualification which opens you up to a whole new world of untapped clients that we will be exploring.

The Platinum Level Training also includes everything from the Silver Level Training and the Gold Level Training above. (So by taking the Platinum Level Training, you will be joining us for a total of 12 days training: 4 Days on NLP4Kids, 4 days on NLP4Parents & NLP4Teachers and 4 days on Hypnotherapy4Kids.)

# The Levels of Training 2

## *The Details*

**Silver Level: 3 days NLP4Kids practitioner training PLUS an intensive training day learning the marketing strategies you need to accelerate your coaching business.**

- 3 Days World Class NLP4Kids Practitioner Training
- Techniques for gaining rapport with children
- Working with assistants
- Setting ground rules for workshops
- How to introduce the workshops to children
- Delivering a workshop and how to teach the techniques
- Health and safety and risk assessment
- Child protection and safeguarding
- Common problems with parents and how to solve them
- Common problems with children and how to solve them
- Responding to a one to one enquiry
- How to deliver one to one sessions using NLP4Kids techniques
- Consultations
- Evaluations
- Testimonials and how to get them
- Who to speak to in schools
- How to build relationships with schools

**Expert Business Know How & Customised Marketing Skills Intensive Training Day.**

- Getting the attention of your desired clients
- Turning enquiries into paying clients - what to say to them and how to say it

- Promoting your workshops
- Testimonials and how to get them and why you MUST!
- Who to speak to in schools
- How to build relationships with schools
- Practice set up – the logistics of running your office properly
- Using branding
- Marketing methods – what works, what doesn't
- Making websites work as a marketing tool
- How to improve your website ranking with SEO
- Using Google and how to avoid getting stung!
- Why you need to niche your business
- Design and production of products
- Becoming an authority and celebrity in your field

### **NLP4Kids Resources and Customised Marketing Tools**

- A manual with everything from NLP4Kids techniques to risk assessments and child protection advice
- 17 USB set of the NLP4Kids practitioner training
- 7 USB set of NLP4Kids workshop contents
- USB of a one to one session
- Audio CD

This training typically happens twice per year. You can get the upcoming dates here:

<https://nlp4kids.org/our-programmes/events-calendar>

The cost of this training is £10,000 (or £11,693.08 in monthly instalments)

Pay in full (and save £1693.08) or pay a £594 deposit and pay in 12 equal monthly instalments of £924.92

Your People Building NLP Practitioner home study will be dispatched the Wednesday after you book your place. Your NLP4Kids manual is dispatched after 4 monthly instalments are received. You can then book your NLP4Kids training.

## **Gold Level: Having completed the silver level; PLUS NLP4Parents training & NLP4Teachers training**

- NLP4Parents – 2 Days Live Training
- How to use language patterns that will elicit less resistance from their child
- How to improve relationships between siblings
- Incentivise their child in a way that works
- How to give their child constructive, valuable feedback to change the child's attitude towards their failings
- Improve the connection they have with their children to create a more meaningful relationship
- How to empower their child to make informed choices with minimal fuss
- Overcoming arguments
- How to use their body language to convey certainty
- Gain empathy and see the world through their child's eyes
- Understand the dynamics of their family, why they get the results they get and how to improve them
- How to package and present workshops for parents

## **NLP4Teachers – 2 Days Live Training**

- How to gain rapport with individual children/students
- Evoking curiosity
- Creating group rapport
- How to use their body language to convey certainty to their class
- How to motivate or de-motivate groups
- Using language in a way that commands respect
- Sensory systems to make subtle adjustments in the way in which teaching material is explained and presented so that it fits into each individual students preferred mode for learning and understanding
- How to teach with a captivating style
- Understanding the way their pupils see them.

- How to give their pupils constructive, valuable feedback to change their attitude towards their failings
- Teachers workshop design and implementation

### **NLP4Parents Resources**

- Manual detailing the challenges with parents and techniques to overcome them
- A workbook to use with parents, during your parenting workshops
- A USB set of the NLP4Teachers training
- A PowerPoint slide show to compliment the training packages you deliver to parents

### **NLP4Teachers Resources**

- Manual detailing the challenges for teachers and techniques to overcome them
- A USB set of the NLP4Teachers training
- A workbook to use with teachers, during your NLP4Teachers workshops
- A PowerPoint slide show to compliment the training packages you deliver to teachers
- Information about where to find the name of every Head Teacher in every school in the UK.

This training typically happens twice per year. You can get the upcoming dates here:

<https://nlp4kids.org/our-programmes/events-calendar>

The cost of this training is £12,500 (or £14,643.08 in monthly instalments)

Pay in full (and save £2,143.08) or pay a £594 deposit and pay in 12 equal monthly instalments of £1,170.76

Your People Building NLP Practitioner home study will be dispatched the Wednesday after you book your place. Your NLP4Kids manual is dispatched after 3 monthly instalments are received. You can then book your NLP4Kids and NLP4Parents & NLP4Teachers training.

**Platinum Level: Having completed the silver and gold levels; PLUS Hypnotherapy4Kids.**

### **3 Days World Class Hypnotherapy4Kids Training**

- Making Hypnotherapy Work for Children
- Using Awakened Trance when Deep Trance is Unachievable
- Using Their Imagination
- Functions of the Unconscious
- Beliefs
- Building Authority
- Suggestibility Testing
- Inductions and Deepeners
- Hypnotherapy Session Structure
- How to Use Your Voice
- Metaphors and Stories
- When “Formal” Hypnosis Doesn’t Work
- Ideomotor Testing
- Post Hypnotic Suggestions
- Milton Erickson
- Utilization
- Intonation Patterns
- Direct and Indirect Suggestions
- Double Binds
- Self Hypnosis
- Resistance and Abreaction

**Expert Business Know How & Customised Marketing Skills Intensive Training Day.**

- Pitching hypnosis as a safe, credible therapy for children and young people to enquiring parents



- Refining your consultations to help children and their parents understand hypnosis from your simple and appealing explanation of it
- Rehearsal of your sales banter
- Development of the ability to answer any question about hypnosis with a reassuring tone of knowledge and authority
- Practice set up – running your office, ethics and the laws
- Marketing methods how to set yourself apart from the hundreds of other hypnotherapists that exist
- Design and production of hypnosis related products
- How to use the misunderstandings and myths about hypnosis to accelerate your marketing
- Becoming a specialist hypnotherapist

This training typically happens once per year. You can get the upcoming dates here:

<https://nlp4kids.org/our-programmes/events-calendar>

The cost of this training is £15,000 (or £17,593.08 in monthly instalments)

Pay in full (and save £2,593.08) or pay a £594 deposit and pay in 12 equal monthly instalments of £1,416.59

Your People Building NLP Practitioner home study will be dispatched the Wednesday after you book your place. Your NLP4Kids manual is dispatched after 2 monthly instalments are received. You can then book your NLP4Kids, NLP4Parents & NLP4Teachers and Hypnotherapy4Kids training.

# The Terms of Our Training 1

## *An Overview*

When you purchase a training from NLP4Kids, you are agreeing to the terms and conditions on the next page.

One of the key things to note, is that we do require a significant proportion of your pre-course study completed before you attend the live training.

There are 20 pre-course study modules for each NLP4Kids training levels which range between 20 minutes and 1 hour and 20 minutes in length to watch. Each module has an online assessment associated with it which must be completed. You must complete 70% of the course you are due to attend, meaning you need to complete 14 pre-course assessments. If you are taking the NLP Practitioner training with People Building, you have 23 pre-course modules and will need to complete 16 of them prior to attending that course.

You do not need to do all of your assessments at once and you only need to focus on one course at a time. Start the pre-course modules and assessments for the course you are due to take first.

You will also receive USB sticks of audios and videos to watch. These form part of your home study too but are not assessed. Watching these before the training will enhance your experience of the live course and help you understand the techniques you are using on a deeper level.

There is in excess of 100 hours of home study materials to work through, even at the silver level so start your home study sooner than later.

Often, one of two delegates think they can wing it with just a couple of assessments completed but this is always obvious on the training and makes for an uncomfortable learning experience for everyone. It is more difficult for me as a trainer because there are some people in the room raring to go and practice the skills they have learned and others who are not even familiar with the names of the processes yet.

It means the stronger delegates get held back by the weaker ones because they spend their practice sessions explaining what they are doing, rather than doing it. The weaker ones end up feeling embarrassed and having a crisis of confidence and ultimately have to come back and repeat the course at a later stage.

For this reason, if you have not completed your pre-course study and assessments, we will ask you to attend a future training date rather than the one you had booked onto.

## **Our terms and conditions**

1. The level/programme/product you are booking/buying is the one you have ticked overleaf or communicated to us via your email or online purchase.
2. For the sake of clarity and the Distance Selling Regulations, any conference centre you attended is an extension of our business premises and as such in signing up for our programme we want you to feel fully committed to your decision to work with us.
3. Cancellations must be made within 14 days of your initial payment and an amount equal to the full RRP price of your home study and online materials will be kept as there is no cancellation right for our products. You will not be entitled to a refund after 14 days. The pre-course materials for the first course you are due to attend will be sent to you via special delivery upon receipt of your first payment amount. If you are absent from the training room whilst training is in progress you will not earn your accreditation.
4. We don't give legal or financial advice and you are responsible for all business decisions you make in attending our training and as a member of our licensee team.
5. You are required to submit your assessments and achieve a 70% pass mark and attend every day of live training to achieve accreditation and receive your certificate and your ANLP initial 3-month membership.
6. The live training days will take place on Zoom unless otherwise stated. We reserve the right to move it to a more suitable provider and if this becomes necessary we will give at least 5 days' notice.
7. If a payment instalment is missed, we will suspend service until payment is made. Instalment arrangements are made in good faith. We will pursue any payment defaults. All services/products remain the property of NLP4Kids/ People Building until paid for in full. Your training manual/forum contents and materials are copyrighted to NLP4Kids Ltd & People Building Ltd and as such you do not have permission to loan, reproduce, republish or upload to the internet or other media our materials without the written permission of NLP4Kids Ltd/People Building Ltd.
8. If you wish to make payments in instalments or if you wish to become a licenced practitioner (which necessitates regular monthly payments) we will, with your permission, perform a credit check. We reserve the right to cancel our agreement with you if the credit check is unsatisfactory.
9. If you experience ill health, make a decision to downsize or close your business, make a change of business direction, or a person close to you becomes ill (or any similar circumstances) you may send a qualified substitute as appropriate and we will do what is reasonable and within our power to support you.
10. All implementation of services must be used in full within twelve months of the date of the contract and cannot be carried over. Please talk to us if you anticipate any challenges with this.
11. Joining us is subject to completion of an enhanced DBS check, (every 3 years for licensees) completing your NLP Practitioner home study and test paper and getting relevant insurance. We reserve the right to withdraw you from the team should any relevant history, which could prevent you from working with children and vulnerable people, be revealed.
12. You are not licensed to use our logo or branding in your business or advertising at any time unless we have given you our expressed written permission in writing to do so (for example by signing a licence agreement.) Purchase of our home study materials or attending our training does not give you any rights to use our branding or logos.
13. We will do everything we can to ensure that your relationship with NLP4Kids/People Building is an outstanding one. If at any time you feel it is less than 100% outstanding, please tell us first so that we can put everything right.

# The Terms of Our Training 2

## *The Details*

Here is some additional information about what our terms mean.

1. The level/programme/product you are booking/buying is the one you have ticked overleaf or communicated to us via your email or online purchase.

*We will not give you any less or any more than the training you have purchased. You can add in extra levels of training at a later date by paying the difference in cost. If you make a mistake in ordering your training, you must notify us within 14 days as mistakes cannot be corrected after that time.*

2. For the sake of clarity and the Distance Selling Regulations, any conference centre you attended is an extension of our business premises and as such in signing up to our programme we want you to feel fully committed in your decision to work with us.

*You can find out more about that here:*

*<https://www.which.co.uk/consumer-rights/regulation/distance-selling-regulations>*

3. Cancellations must be made within 14 days of your initial payment and an amount equal to the full RRP price of your home study and online materials will be kept as there is no cancellation right for our products. You will not be entitled to a refund after 14 days. The pre-course materials for the first course you are due to attend will be sent to you via special delivery upon receipt of your first payment amount. If you are absent from the training room whilst training is in progress you will not earn your accreditation.

*The RRP of our manuals can be found here: <https://nlp4kids.org/home-study-training-franchise> We do not accept refunds on this part of the transaction because the risk of the materials having been copied is too high and we do not sell second-hand products to our customers. We release up to online module 17/20 to those who have yet to complete their payments and attend live training, meaning our online programme and home study combined account for 85% of the cost of training.*

*Your accreditation from the ANLP is based on you attending a set number of classroom hours. If you miss these we will not be able to certify you.*

4. We don't give legal or financial advice and you are responsible for all business decisions you make in attending our trainings and as a member of our licensee team.

*Please make sure you are confident and committed before making the decision to work with us. You are 100% responsible for your own outcomes.*

5. You are required to submit your NLP practitioner test paper at least 3 days prior to attending the NLP4Kids training programme. If you have not submitted your test paper before this time you will not be able to attend the training and will have to attend the next available dates. From January 2016, those who purchase NLP4Kids training will have the option to attend our People Building NLP Practitioner training, for free, within 12 months of your deposit date. If you chose **not** to take up this offer, you may offer your place to someone else (who will be required to complete the test paper prior to attending the training). We do not give any discount/compensation or swap the NLP Practitioner training to an alternative course if you chose not to take it. Use it, gift it to a friend, sell it or lose it.

*Three days is the cut off point for your final submission of your assessments. You should have already submitted the majority of your assessments prior to this date. If you do not submit your assessments on time you will be denied access to the training.*

6. The training days will take place online, using Zoom. We reserve the right to use a different training platform and if this becomes necessary we will give at least 5 days' notice but cannot be liable for costs associated with any issues with your internet connection or power supply.

*Please ensure you have the latest version of Zoom installed and have performed*

*connection, sound and microphone checks prior to attending the training. Please do not use an phone to connect to the training and do not connect to the training sessions whilst you are travelling.*

7. If a payment instalment is missed, we will suspend service until payment is made. Instalment arrangements are made in good faith. We will pursue any payment defaults. All services/products remain the property of NLP4Kids/ People Building until paid for in full. Your training manual/forum contents and materials are copyrighted to NLP4Kids Ltd & People Building Ltd and as such you do not have permission to loan, reproduce, republish or upload to the internet or other media our materials without the written permission of NLP4Kids Ltd/People Building Ltd.

*Please communicate with us if you are expecting to have financial difficulties so that we can make arrangements to work with you in a way that is good for us both. We are a small company and rely on customer payments to be on time to pay our own overheads. We work with a debt recovery company when required.*

8. If you wish to make payments in instalments or if you wish to become a licenced practitioner (which necessitates regular monthly payments) we will, with your permission, perform a credit check. We reserve the right to cancel our agreement with you if the credit check is unsatisfactory.

9. If you experience ill health, make a decision to downsize or close your business, make a change of business direction, or a person close to you becomes ill (or any similar circumstances) you may send a qualified substitute as appropriate and we will do what is reasonable and within our power to support you.

*Please communicate with us if you are expecting to have financial difficulties so that we can make arrangements to work with you in a way that is good for us both.*

10. All implementation of services must be used in full within twelve months of the date of the contract and cannot be carried over. Please talk to us if you anticipate any challenges with this.

*In order to plan venue sizes for our training it is important that you avoid cancelling training dates you had previously committed to.*

11. Joining us is subject to completion of an enhanced DBS check, (every 3 years for licensees) completing your NLP Practitioner home study and test paper and getting relevant insurance. We reserve the right to withdraw you from the team should any relevant history, which could prevent you from working with children and vulnerable people, be revealed.

12. You are not licensed to use our logo or branding in your business or advertising at any time unless we have given you our expressed written permission in writing to do so (for example by signing a licence agreement.) Purchase of our home study materials or attending our training does not give you any rights to use our branding or logos.

*We will supply a logo for those who purchase the NLP4Kids home study and we have an alternative logo for those who take up 'training only'. Only the licensed practitioners get to use the licensee logo. We will legally pursue anyone who uses our logo without our expressed permission.*

13. We will do everything we can to ensure that your relationship with NLP4Kids/People Building is an outstanding one. If at any time you feel it is less than 100% outstanding, please tell us first so that we can put everything right.

*On the whole, we're pretty smashing people. We have to have the formal T's and C's because in the past people have broken their promises to us. We'd like to avoid that in the future. That way we know that you are confident and committed about working with us and that you will hold yourself fully accountable for your outcomes.*

# The Licences 1

## *An Overview*

One of the questions we are commonly asked is around the difference in the terms “licence” and “franchise” as we tend to use both.

To my understanding, a franchise tends to have physical assets associated with it (such as a van or property) where as a licence agreement tends to be used when the business is based more around I.P or a concept. There is more flexibility with a licence and you do not have to replicate the existing business as exactly.

When comparing a franchise contract and a licence contract, (the legally binding contract) they read almost exactly the same.

At NLP4Kids, we advertise as a franchise, simply because this is the terminology most people are familiar with. However, our legal document is a licence. It is a pretty standard licence as they go and it was written by lawyers who specialise in franchise agreements. Our Lawyers are called Leathes Prior and they are based in Norwich:

<http://www.leathesprior.co.uk>

In 2019 it was updated by Liberty Law who are based in Luton:

<https://www.libertylawsolicitors.co.uk>

We have two licence agreements:

- The Full Licence (a 3 year agreement that costs £330 per month)
- The Lighter Licence (a 5 year agreement that costs £150 per month)

You can request a copy of our licence document prior to attending training with us by sending an email to [gemma@NLP4Kids.org](mailto:gemma@NLP4Kids.org).

The next few pages will show you the difference between them from a *what we provide* perspective. In terms of the difference in the actual legal licence document, the only difference between them is the term of the licence and the cost. All other parameters of the licences are the same. Compare the two licences carefully to decide which one is right for you. If you start out on the lighter licence you can ‘beef it up’ by adding in any of the missing services on a pay-as-you-go basis. There are details about the pay-as-you-go costs from page 42 onwards. You can also upgrade from the lighter licence to the full licence **at any time**.



If you are on the full licence, you need to remain on it for at least 6 months to cover the costs that we initially invest in a new practitioner on this licence. Be aware that when you switch between licences, the commissions you are charged will change too. Those on the full licence pay a lower commission for referrals and are paid less for contracts with schools. You can see the different commission structures on the following pages in this section.

As you read on page 7, not everyone chooses to become a licensed practitioner of NLP4Kids, and we do not choose everyone who would like to join us.

For some people, they would simply like to add to their skill-set and gain our certification. They may have a business already or do not wish to start one because they attended the training for self development purposes. This is absolutely fine. In taking “Training Only” you get *the training only*. There is no ongoing support, marketing materials, CPD (continual professional development), use of our branding, mentoring or referrals.

Occasionally we meet people who are very keen to become licensed NLP4Kids practitioners, but who are not quite ready for what this entails. The typical reason for rejecting an application for a licence is when someone doesn’t demonstrate the required business acumen or commitment to making the business a success. This is really important to us.

As you can see from reading this document, we really do our best to demonstrate to you why we think this is a great business. We make huge investments in those who become licensed with us. We’re also really transparent. If you ask me (Gemma) what challenges there have been over the years with NLP4Kids I’ll tell you what has and hasn’t worked and what is still a work in progress. Yet, sometimes I meet want-to-be licensees who have the impression that because they are paying us, that this alone will guarantee their success. Some of them appear to be looking for the escape hatch before we even get started and ask about refunds and get-out clauses. This makes me really nervous about their level of commitment and how much responsibility they are planning to take in their business.

As I’ve said before, I get it: The investment is large and it’s a leap of faith because there are no guarantees of financial success. I really do understand that feeling as I’ve had to make plenty of leaps of faith to create the businesses I have. Please understand that whilst you are investing in us, we’re also investing in you and our reputation is worth a great deal. We’ve let go of practitioners over the years because the standard of their work or the level of output wasn’t where we needed it to be, even with second chances and a great deal of high quality support. In short, you’re not the only one making a choice and taking a chance. We are too, by taking you on. That’s why, when we see some measured, nervous excitement about joining us and hear you asking intelligent questions about how you can maximise your skills and income, it demonstrates to us that we’re making the right decision in working with you.



# The Licences 2

## *The Lighter Licence*

### **Marketing Tools:**

- Your own NLP4Kids email address.
- NLP4Kids Flyers.
- Business cards at a discounted price.
- Brochures at a discounted price.
- Polo shirts at a discounted price.
- Details of our suppliers for branded pens, stickers etc
- The NLP4Kids Playbooks available for download and printing ready for your workshops.
- Parents guidance notes
- Webinar recordings and videos
- Letters
- Headed paper
- Invoice templates
- Sales letters for schools

### **Use of Our Images** (based on the level of training you have attended)

- NLP4Kids logo
- NLP4Teens logo
- NLP4Students logo
- NLP4Parents logo
- NLP4Teachers logo
- Hypnotherapy4Kids logo

## **Marketing Advice:**

- 15 Top Tips To Make Your Website Look Lovely & Get More Clients – This has some steps for you to implement after we have designed your website.
- How to Significantly Improve Your Chances of Becoming a Therapist with Too Many Clients – This is a “To Do” list for you.
- Creating Adverts and Posters – NLP4Kids templates for you to use.
- Phone Scripts - How to convert your enquiries into paying clients.
- How to Write Great Articles – A guide on how to write a fantastic article for self promotion.
- 28 social media posts for you to use in your marketing every single month.

## **Extra Resources and Assistance:**

- The opportunity to coach on the future NLP4Kids training courses and meet the new additions to the team and refresh your skills – for free
- Advise on where to get first aid training and child protection training.
- Discounted liability insurance.
- Your initial DBS check
- Access to our support network – the web designers we use and our website optimisation specialists.
- Ongoing support from the rest of the team on our forum so you can always ask others if you are having challenges. The continual professional development of a like-minded team ensures that you are making your business work.
- An invitation to attend a live webinar every month where we will discuss new marketing strategies, therapeutic challenges and get some CPD!
- Great Customer service from the NLP4Kids HQ -There is someone an email away or help via the forum should you need some help or assistance.
- Potential clients will also have access to your details via our mini websites such as [www.NLP4Students.org](http://www.NLP4Students.org) and [www.Hypnotherapy4Kids.org](http://www.Hypnotherapy4Kids.org)
- Your profile on [www.NLP4Kids.org](http://www.NLP4Kids.org)
- Publication of your work – if you write articles related to your work with children we'll publish them on our website with a resource link back to your profile page.
- A 'key worker' at the NLP4Kids head office who will be your designated point of contact.

- Promotion of your events – if you have a workshop coming up, just let us know. We'll include the details in the NLP4Kids newsletter which is sent out to over 15,000 subscribers.
- Management of your enquiries & bookings.\*\*
- We will contact schools on your behalf to kick start your business growth

\*\*There is a 35% charge for one to one clients that we refer to you based on what you charge for their first session only. We will pay you 67.5% of the total amount for any contracts with schools which typically equates to £225 per day.

### **Your own NLP4Kids themed website:**

- This is personal to you!
- NLP4Kids branded.
- Your own NLP4Kids email address.
- Documents to help you to write your content.
- Supply images for you to use, royalty free.
- Includes a fully integrated blog.
- Built in data capture facilities.
- Fully accessible so that you can edit and build it yourself.
- A training video to demonstrate how to use the site.
- (This website is valued at £2500.00)

### **This Licence DOES NOT Include:**

- Mentoring
- Annual Insurance
- Annual Data Protection
- Preferential rates for materials
- Promotion of your profile page to online web-directories
- Promotion of your work to our database
- Website set up for you (you still receive a website and video guidance provided so that you can add in your content yourself)
- A website critique

- Ongoing DBS checks (you will need to renew this every 3 years)
- Customer management system set up, email templates or database building support

You can UPGRADE to the Full Licence at anytime to enjoy these advantages or you can get what you need, when you need it, on a Pay As You Go basis.

During your training we will be evaluating each individual in the group and will invite you to complete an application form and then attend an informal interview. Those who are successful in their application will have the opportunity to join the NLP4Kids team as a licensed practitioner.

**Step 1:** Complete your NLP4Kids Silver, Gold or Platinum level training.

(you do not have to do all 3 levels of training to be licenced – but we'd love it if you did!)

**Step 2:** Choose the licence level you would like.

For this licence the monthly license fee is £150 inc vat. (minimum term 5 years)

# The Licences 3

## *The Full Licence*

*NLP4Kids Support – The Business in a Box That Get Results!*

### **Marketing Tools:**

- Your own NLP4Kids email address.
- NLP4Kids Flyers.
- Business cards – we provide the 1st batch and preferential rates on further orders.
- Brochures - we provide the 1st batch and preferential rates on further orders.
- Polo shirts - we provide 2 and preferential rates on further orders.
- Branded NLP4Kids Playbooks available for download and printing ready for your workshops.
- Parents guidance notes.
- Webinars, recordings and videos.
- Letters
- Headed paper
- Invoice templates
- Sales letters for schools

### **Use of Our Images** (based on the level of training you have attended)

- NLP4Kids logo
- NLP4Teens logo
- NLP4Students logo
- NLP4Parents logo
- NLP4Teachers logo
- Hypnotherapy4Kids logo

## **Marketing Advice:**

- Top Tips To Make Your Website Look Lovely & Get More Clients – This has some steps for you to implement after we have designed your website.
- How to Significantly Improve Your Chances of Becoming a Therapist with Too Many Clients – This is a “To Do” list for you.
- Creating Adverts and Posters – NLP4Kids templates for you to use.
- Phone Scripts - How to convert your enquiries into paying clients.
- How to Write Great Articles – A guide on how to write a fantastic article for self promotion.
- 28 social media posts for you to use in your marketing every single month.

## **Extra Resources and Assistance:**

- The opportunity to coach on the future NLP4Kids training courses and meet the new additions to the team.
- Free unlimited retraining.
- Advise on where to get first aid training and child protection training.
- Professional liability insurance paid for.
- DBS check every 3 years paid for by us.
- Access to our support network – the web designers we use and our website optimisation specialists.
- Ongoing support from the rest of the team on our forum so you can always ask others if you are having challenges. The continual professional development of a like-minded team ensures that you are making your business work.
- An invitation to attend a live webinar every month where we will discuss new marketing strategies, therapeutic challenges and get some CPD!
- Great customer service from the NLP4Kids HQ -There is someone at the end of the phone or an email away should you need some help or assistance.
- Potential clients will also have access to your details via our mini websites such as [www.NLP4Students.org](http://www.NLP4Students.org) and [www.Hypnotherapy4Kids.org](http://www.Hypnotherapy4Kids.org)
- Your profile on [www.NLP4Kids.org](http://www.NLP4Kids.org)
- Promotion of your profile page to online web-directories
- Publication of your work – if you write articles related to your work with children we’ll publish them on our website with a resource link back to your profile page.
- Promotion of your work – we’ll also send your article out to all of the NLP4Kids related social media including Facebook, Twitter and Linked in.

- Promotion of your events – if you have a workshop coming up, just let us know. We'll include the details in the NLP4Kids newsletter, which is sent out to over 15,000 subscribers.
- Customer management system set up with a branded NLP4Kids template for creating and emailing your very own database that we will help you to build.
- A 'key worker' at the NLP4Kids head office who will be your designated point of contact. Your key worker will ensure that your important documents are up to date, they will handle your school marketing and build relationships with other organisations for you to promote yourself to, offer you business guidance and ideas, update you about new innovations and opportunities that are available to you and ensure you are promoting yourself successfully to increase your 1:1 session bookings. All of our key workers are also level 2 safeguarding trained and can support you with any safeguarding enquiries.
- Management of your enquiries & bookings.\*\*
- We will contact schools on your behalf to kick-start your business growth.

\*\*There is a 10% charge for one to one clients that we refer to you based on how much you charge them for their first session only. We will pay you 75% of the total amount for any contracts with schools which typically equates to £250 per day.

### **Special Treats:**

- Free mobile phone insurance
- Discounts at the cinema
- 4% off at Amazon
- 10% off at Debenhams
- 6% off at Argos
- Exclusive pricing on Apple products
- Up to 35% off of HP home computing products
- Saving's with Sky TV
- 4% off at Tesco
- 5% off at Sainsbury's
- 20% off with National Express
- Free money transfers
- 10% off on Microsoft Office
- 10% off of home and garden products
- 20% off of Eve mattresses and bedding
- 10% off of headphone and speaker from Bo
- Exclusive savings on dental cover
- 20% off of high quality menswear
- Cost effective health cover
- 25% off Gym membership
- 8% at PC world
- 25% off of Philips electronics
- 10% off in hotels
- Free eye tests
- 15% off of physio sessions



- Exclusive savings on mortgage advise
- A free will
- 4% off of Virgin Atlantic holidays
- 10% off of office supplies
- 15% off of car servicing
- 15% off with the AA
- 54% off with Merlin attractions
- 50% off of delivery of vitamins from VITL
- Save 25% on airport parking
- 50% off at Big Yellow storage
- 30% off of Bulldog skin care
- 30% off of nursery costs
- 25% off English Heritage membership
- 50% off of Craft Beer
- 40% off of Sea Life and the London Dungeon
- 5% off at M & S
- 6% off of Apple music
- 10% off at Halfords
- 9% off at Cafe Nero
- 2 for 1 meals in UK restaurants

...and loads more!

### **Your own NLP4Kids themed website:**

- This is personal to you! Created from start to finish for you so that you do not have to do any of the hard work! (Except tell us about yourself).
- NLP4Kids branded.
- Your own NLP4Kids email address.
- We will help you to write your content.
- Supply images for you to use, royalty free.
- Includes a fully integrated blog.
- Built in data capture facilities.
- A critique of the site content in a customised training video.
- (This website is valued at £2500.00)

### **PLUS: Unlimited one to one Business Mentoring**

Starting from a private therapy practice 12 years ago we've spent a great deal of time, effort and money learning what works and what doesn't in the therapy and coaching business. This has allowed us to tweak and perfect the NLP4Kids marketing strategies so that we now have clear systems to share with you.

Initial 12 weekly proactive sessions (listed below), followed by monthly reactive sessions.

- Website interview and content generation/review
- Making the most of your niche
- Creating workshops and programmes
- Setting up social media – Facebook PAGE, Twitter and Linked in
- Writing articles, using the articles of others & following an SEO strategy
- Strategies for getting schools/companies to pay for your work
- Networking for 1:1's
- Utilising local media for promotion
- Using Linked-in to build a database
- Sending out newsletters, using Mail Chimp and setting up digital and non-digital joint ventures
- Getting back-links to your website and using business listings
- Using YouTube – making your own videos and using the video's of others.
- Using Google Adwords

**During your one to one personal mentoring, we will:**

- Work with you to establish your current needs and formulate an action plan of goals for you to achieve.
- Reveal how Gemma went from a sole trader, with a full time job and a part time therapy practice to quitting her job - and how you can do the same.
- Tell you how to gain “expert status” by using products to elevate you profile..
- Hold you accountable to achieve specific steps between our sessions together.
- Show you how to avoid doing everything yourself and outsource many tasks.
- Help you overcome any limiting beliefs that prevent you from sharing your amazing skills with the world.

To become a full licensee you must:

- Be highly motivated to achieve
- Be prepared to take massive action
- Be able to listen and follow the steps we give you

During your training we will be evaluating each individual in the group and will invite you to complete an application form and then attend an informal interview. Those who are successful in their application will have the opportunity to join the NLP4Kids team as a licenced practitioner.

**Step 1:** Complete your NLP4Kids Silver, Gold or Platinum level training.

(you do not have to do all 3 levels of training to be licenced – but we'd love it if you did!)

**Step 2:** Choose the licence level you would like.

For this licence the monthly license fee is £330 inc vat (minimum term 3 years)

# Superheroes

## *Our Not-For-Profit Company*

In 2016, I (Gemma) formed a new company called Superheroes Ltd. You can find out an overview of why that came about in a fun video I made for the launch of the company: <https://youtu.be/VD-wWBKlHDo>

Whilst there is some tongue-in-cheek humour in here about the old licensee team not fulfilling their duties in marketing themselves enough, there's also a strong thread of truth in there too!

Finding people who want to make a difference and who are not afraid to ask to be paid to do that has been the most challenging aspect of the NLP4Kids business. It seemed that the vast majority of people are either good at marketing or good at NLP, but rarely both. It meant that over the years the level of support and resources I gave to motivate licensees to effectively run their business has grown and grown. It took me a long time to realise that a lot of how active someone will be in their business is down to their own mindset and motivation and not how much I do for them or give them.

In fairness though, selling to schools has always been really challenging. Whilst we have had great success in this area, you have to really work for your money. Not so much when you're there working with the pupils - it's the getting past the gatekeeper that has always been hard-work. This was really off putting to the practitioners. Most of them didn't market on a big enough scale to get a positive response and those that did would get their confidence knocked by the number of 'no's' you get before you reach a 'yes'. We've developed some stealth-like tactics that work really well to get us into schools now, but the 'asking for money' part continued to be a problem for the practitioners.

So the new company was initially designed to make getting into schools a lot easier for our practitioners. Here's how it works:

Superheroes is a not-for-profit company, which means that it is eligible to apply for funding from organisations such as the National Lottery as well as receiving donations and undertaking fundraising activities. With the money we raise, Superheroes pays NLP4Kids practitioners to deliver the work. This may be in the community or in schools. It's a win for the practitioner because they do not have to convict schools to pay for the service and win for the school and parents because they don't have to pay for the practitioner.

Secondly, most schools are eligible for funding that they do not know about. So our first step is to always find out what the school may be able to access before dipping into our

own funds. This means the funds are paid to the school directly. We often times help them to create a winning application if they need a bid writer and are eligible to have one with that particular funding source.

**If you are on the full licence** and a £10,000 bid is successfully awarded, £7,500 of that money will go to you to deliver a service to a school. That normally takes the form of one day per week, for 3 blocks of 10 weeks (in the 3 academic terms). So that's £250 per day.

Sometimes the school may say that they do not want to do a bid and that they want to pay straight from their budget. If this happens we still pay you £250 per day as we charge the school an amount which also covers our commission. This normally takes the form of one day per week, for 3 blocks of 10 weeks (in the 3 academic terms).

**If you are on the lighter licence** and a £10,000 bid is successfully awarded, £6,750 of that money will go to you to deliver a service to a school. That normally takes the form of one day per week, for 3 blocks of 10 weeks (in the 3 academic terms). So that's £225 per day.

Sometimes the school may say that they do not want to do a bid and that they want to pay straight from their budget. If this happens we still pay you £225 per day as we charge the school an amount which also covers our commission. This normally takes the form of one day per week, for 3 blocks of 10 weeks (in the 3 academic terms).

During your time in the school (which could be one full day or half days depending on what suits you both) you will be delivering small group workshops or one to one sessions to pupils. If you have also taken our NLP4Parents and NLP4Teachers training you may deliver some of this kind of work too.

**The purpose of getting you into the school for a year is so that you have that time to showcase your talents and become irreplaceable to that school. The funding may not always be an option and for that reason it's really important that you use the opportunity to make sure that next academic year, they would pay from their budget for you to stay *without question*.**

The bid writing isn't an exact science and it can take up to 9 months for the money to arrive depending on how large a fund we're applying to. Plus, even though it's 'free money' the schools are still a pain to work with. Some do not want to give us all the necessary details that we need to write a bid. Some do not get the paperwork completed on time.

To begin promoting you to schools (which then instigates the bid writing) we need you signed up as a licensed practitioner. We can typically promote one or two practitioners at a time and if you want your work to start ASAP after training, you need to sign your licence quickly or else the others on your training will be ahead of you in the marketing queue (we prioritise you on a first come first served basis). Each practitioners marketing process takes around 3-4 weeks to complete, a bid takes 10 - 12 days to write and the

funding, if successful, may take a few months to land in the bank. We then invoice the school (if it was their funding application rather than Superheroes funding) and the school will take between 2 - 14 weeks to pay us.

Sometimes you will be able to start work in the school before the payment has arrived if we know that the school are sending the payment to us, before you send your invoice to NLP4Kids.

In 2019 we became much more selective about the funding sources we applied to and the circumstances within which we would offer funding to our practitioners.

Most funding sources have very strict criteria about where, when and with whom the funds would be spent. After a successful application for £30,000 from BBC Children in Need, Superheroes became stuck with the money when we discovered that the existing team of NLP4Kids practitioners were not able to secure projects with schools to use up the funding that had been received (this one had to take place out of curriculum hours) or did not want to participate in this particular project. Sadly, this led to Superheroes returning the funds back to the funders. As a result of this, Superheroes will now only apply for funding that has been sourced by a practitioner, who already has a project in mind and who has taken steps to grow their business; for example by delivering introductory sessions in schools.

# Income

## *An Overview*

There are typically 10 areas of work that we talk about. The level of NLP4Kids training you do will influence whether you access all 10 areas or not. For example, if you have not taken our NLP4Teachers training, it's unlikely you will offer teachers coaching or workshops and therefore shouldn't include making income from this area of when when you do you business planning.

Although hypnotherapy isn't stated separately in the 10 differing areas of work, it will have a big effect on the number of one to one sessions you conduct and will increase your income in this area. This is because more people are familiar with (and therefore looking for) hypnotherapy, than there are looking for NLP.

1. Community Kids Workshop - This is where you locally promote a workshop with a specific theme (such as confidence building). It would normally take place in a village hall over a series of weeks, to a specific age group of children.
2. Community Parent Workshop - This is where you locally promote a workshop with a specific theme (such as 'understanding teenagers'). It would normally take place in a village hall over a series of weeks.
3. School TT (term time) Programme - This is when you work with a school on a per hour basis, normally delivering 1 hour workshops. Ideally, the school would book you to work with more than one group so that you are there for several hours. We deliver specific content that follows one of our 9 programme choices such as anti-bullying or overcoming exam stress. We recommend that there are no more than 8 pupils of similar age in each group.
4. School Placement Programme - This is when you work with the school for either a whole day or a half day. It might be that we have applied for funding for this (which is usually everyone's preference). During that day you could be delivering one to one sessions or workshops to pupils, parents or teachers depending on the level of training you have done.
5. Teachers Workshops - These usually take place during staff meetings or on inset days. You will need to have completed the NLP4Teachers training to do this.
6. Teachers Coaching Programme - This is a one to one coaching programme for teachers. There is a framework that we give you to follow to deliver this to teachers on a rolling contract. You will need to have completed the NLP4Teachers training and be an NLP Master Practitioner to follow the coaching programme we offer.



7. Charities/Children's Agencies - Occasionally our practitioners may work with children's charities (either staff or children) or access funds from Superheroes Ltd.
8. One to One Sessions with YP (Young People) - This is your private coaching/therapy practice. Some of this work will come to you via your own NLP4Kids website and some will come from the main NLP4Kids website (your profile page) and we will refer it onto you. You will usually see these clients for between 2 and 5 sessions, weekly or bi-weekly.
9. One to One Sessions with Parents - This is your private coaching/therapy practice. Some of this work will come to you via your own NLP4Kids website and some will come from the main NLP4Kids website (your profile page) and we will refer it onto you. You will usually see these clients for between 2 and 4 sessions, weekly or bi-weekly. You will need to have completed the NLP4Parents training to do this.
10. Webinars for Parents and Professionals - Once you have the confidence to do so, you can begin to share your ideas to a wider network of people. I ran my first webinar series for parents and professionals in 2016. It was 4 sessions, each 90 minutes long where I gave suggestions to tackle common challenges that children experience. The webinars were recorded and so I also sold them as videos. Then I stripped out the audio and sold the MP3's and have had the audio typed up to make a book which you can find here:

<https://nlp4kids.org/stop-anxiety-grow-confidence>

Take a look at the example overleaf of how I have used the above information to calculate what could make up your annual earnings. You'll see that anything relating to schools and teachers has been divided by 30 weeks x 52 weeks to pro-rata the amount over 1 year.


The use the blank version on page 37 to print your own copy and repopulate the table using the figures you would be comfortable charging, in the areas you wish to work and will be trained in.

*Notice how you can balance things to ensure you do the highest paid work, with the work that you will find most rewards whilst ensuring you only commit to the number of hours you really want to work.*

Remember that if you change the numbers I have suggested, your total profit/costs will change too!

Once you have had some time to experiment with the spreadsheets overleaf, head to page 39 for some finer details about the financial information.

11. In 2019 we started providing after schools clubs. Whilst these on their own are not a big money spinner (and we haven't included them in the financials below for this reason), we use these as a lead generation tool to promote our 1:1 sessions. You are provided with a kit of resources, an assistant and leaflets to promote 1:1 sessions every month. You also get paid £30 per hour, per after school club.

What could you modestly earn in one month, 6 months after training?										
Community Kids Workshop	Number of Attendees	Cost per head	Number of sessions	Total profit	Costs	Net profit	Total hours invested			
Community Parent Workshop	Number of Attendees	Cost per head	Number of sessions	Total profit	Costs	Net profit	Total hours invested			
School TT Programmes	Number of schools	Number of programmes delivered in each school	X £65 per week (X 4 weeks)	Total profit	Costs	Net profit	Total hours invested			
School Placement Programme	Number of schools	Number of programmes delivered in each school	£150 1/2 day; £250 full day (X 4 weeks)	Total profit	Costs	Net profit	Total hours invested			
Teachers Workshops	Number of Attendees	Cost per head	Number of sessions	Total profit	Costs	Net profit	Total hours invested			
Teachers Coaching Programme	Number of schools	Number of attendees	X £100 per session (X 4 weeks)	Total profit	Costs	Net profit	Total hours invested			
Charities/Children's Agencies	Number of Attendees	Cost per head	Number of sessions	Total profit	Costs	Net profit	Total hours invested			
One to one Sessions with YP	Number of Clients	Cost per client	Number of sessions	Total profit	Costs	Net profit	Total hours invested			
One to one Sessions with Parents	Number of Clients	Cost per client	Number of sessions	Total profit	Costs	Net profit	Total hours invested			
Webinars for Parents and Professionals	Number of Attendees	Cost per head	Number of sessions	Total profit	Costs	Net profit	Total hours invested			
					License fee £350					
Totals for 1 month during term time								7 8 hours = Days planning/ Marketing days working		Total number of days
Non Term Time work for one month										
Term Time work for one month										
Non Term Time work for one year										
Term Time work for one year (4 wks x7.5 = 30wks)										
Total for 1 year										
Totals for year 2 +10%										
Totals for year 3 +10%										

What could you modestly earn in one month, 6 months after training?											
Community Kids Workshop	Number of Attendees	8	Cost per head	40	Number of sessions	2	Total profit	Costs	Net profit	Total hours invested	
							640	150	490	12	
Community Parent Workshop	Number of Attendees	10	Cost per head	50	Number of sessions	3	Total profit	Costs	Net profit	Total hours invested	
							1500	200	1300	10	
School TT Programmes*	Number of schools	2	Number of programmes delivered in each school	2	X £65 per week (X 4 weeks)	260	Total profit	Costs	Net profit	Total hours invested	
							1040	80	960	20	
School Placement Programme*	Number of schools	2	Number of programmes delivered in total	1.5	£150 1/2 day; £250 full day (X 4 weeks)	400	Total profit	Costs	Net profit	Total hours invested	
							1600	90	1510	56	
Teachers Workshops*	Number of Attendees	8	Cost per head	80	Number of sessions	1	Total profit	Costs	Net profit	Total hours invested	
							640	40	600	9	
Teachers Coaching Programme*	Number of schools	1	Number of attendees	6	X £100 per session (X 4 weeks)	600	Total profit	Costs	Net profit	Total hours invested	
							2400	80	2320	26	
Charities/Children's Agencies	Number of Attendees	6	Cost per head	95	Number of sessions	1	Total profit	Costs	Net profit	Total hours invested	
							570	40	530	11	
One to one Sessions with YP	Number of Clients	3	Cost per client	95	Number of sessions	3	Total profit	Costs	Net profit	Total hours invested	
							855	200	655	15	
One to one Sessions with Parents	Number of Clients	1	Cost per client	110	Number of sessions	2	Total profit	Costs	Net profit	Total hours invested	
							220	60	160	4	
Webinars for Parents and Professionals	Number of Attendees	26	Cost per head	20	Number of sessions	4	Total profit	Costs	Net profit	Total hours invested	
							2080	200	1880	36	
								License fee			
								330			
Totals for 1 month during term time							11545	1470	10075	199	
	Non Term Time work for one month						5,865	1,180	5,015		
Term Time work for one month							5,680	290	5,390		
Non Term Time work for one year							70,380	14,160	60,180		
Term Time work for one year (4 wks x7.5 = 30wks)							42,600	2,175	40,425		
Total for 1 year							112,980	16,335	100,605		
Totals for year 2 +10%							124,278	17,969	110,666		
Totals for year 3 +10%							136,706	19,765	121,732		

# Income

## *The Details*

To find out:

- Practitioner Earnings
- NLP4Kids Business Plan
- Details on the 3 Levels of Training
- Details on the Full and Lighter Licence
- 3 Year Financial Forecast
- 4 Day Per Week Business Model
- 5 Day Per Week Business Model
- Details of How we Calculate Your Business Costs
- How Each Area of Work Feeds Into/ Instigates Another

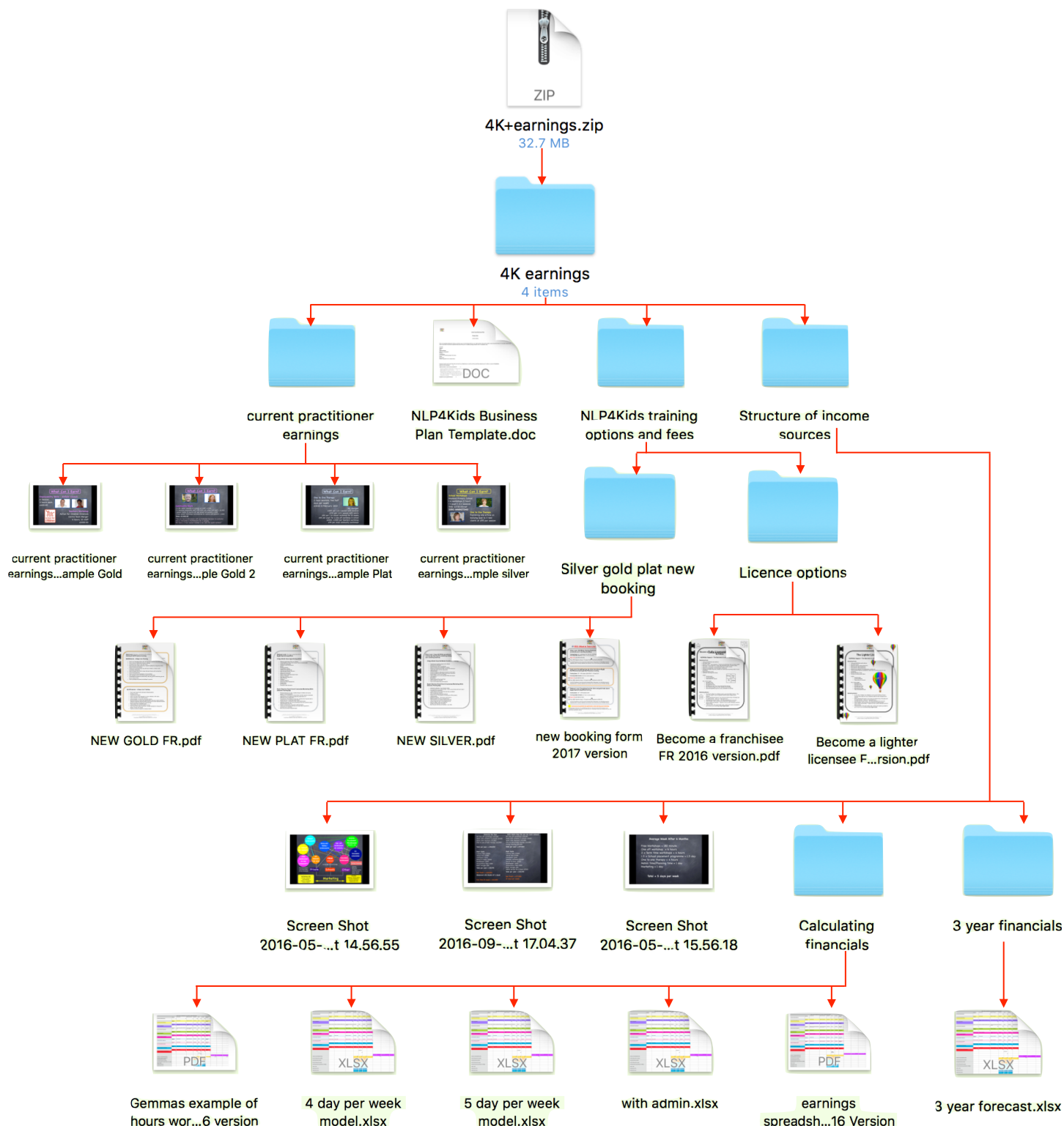
Go to the bottom of this page: <https://nlp4kids.org/becoming-a-licensee> click where it says:

[Click this link to see our 3 year financials and to get a copy of our business plan template. This is a large file so it will download as a zip folder. You will need to open the zip folder on a computer and not a tablet or phone.](#)

You may have also received this information from us by email if you have asked us to send it to you. The contents are organised in sub-folders as shown in the diagram on the following page.

Personally, I prefer to use the two earlier coloured sheets as it's then down to you to calculate how you want to work, rather than *me* telling *you* how you will work. I also think that sometimes, when people get *too detailed* they can get a bit rigid in their planning and panic when their outcomes appear different. At this stage, unless you have looked at costs of local venues and already got some relationships with schools, it can be a good idea to plan with a mindset of flexibility. That's not to say that you won't do as well as you hope but what you think you'll end up doing will usually change form quite considerably as you begin to find your feet and discover which areas of the work you find most rewarding and profitable.

# What you'll find in the income folder...



## Let me put it another way...

Let's say you said to me: *"Gemma, I'd like to earn £45,000 in my first year. In simple calculations, how would I achieve that using the numbers you're providing me with?"*

Without offering complicated solutions such as online sessions, here's how I'd do as a new practitioner with **minimal income potential** on the **maximum licence fee**:

Worse case scenario on lowest per day in every school you work in:

$£225 \times 5 \text{ schools a week} \times 30 \text{ weeks} = £33,750$

One one-off exam stress workshop in a school (during one of the 7 weeks you're not already working in school) Let's say it's a new school so you give them an introductory rate of £300 for 2 x 90 minute sessions.

One one-off confidence building workshop in a school (during one of the 7 weeks you're not already working in school) Let's say this one is also a new school so you give them an introductory rate of £300 for 2 x 90 minute sessions.

Cheapest possible 1:1 sessions:

$£70 \times 1 \text{ client each weekday} \times 40 \text{ weeks (we'll give you 12 weeks not seeing anyone at all)} = £14,000$

6 x Saturday workshops in the community each year. Lets say you only manage to get 4 children on each one and you do a 3 hour workshop for £95 per child:

$6 \times 4 \times 95 = £2280$

**Total = £50,630**

Your 1:1 sessions will take place after any work you've done in school which means that in total, you're only set to work

150 full days in school + 1:1 sessions those evenings = total 150 days

2 x half days in school + 2 evening sessions those days too (equivalent to one day)

6 Saturday half days delivering community workshops (equivalent to 3 whole days)

8 additional days where you're doing your one to ones. (equivalent to another day)

So it equates to 155 days work a year. With your other 210 days of the year, you're going to have to do your admin and marketing so lets say you spend 2 days a month doing that = 24 days

You still have 186 days left in the year

Let's take off 60 days for holiday.

You have 126 days left.

Hmmm. I'm starting to like your lifestyle more than mine... Well, you still want 2 days a week off for weekends or, when you worked a weekend, you take a day off in the week. So that's 104 days for weekends or weekend substitute days.

You still have 26 days that you could work.

So because we didn't account for your licence fee of £330 pcm, lets say that you'll use the extra time to make a bit more money to cover that.

Lets add in 4 1:1 clients for each of those 26 days (so you're only working 4 hours on those days so really it's only 13 days work):

$26 \times 4 \times £70 = £7280$

and that's your licence fee paid for, plus you made the £45,000 target and you still have 13 days spare to something profitable which will cover all your other costs too.

But I'd like to think you will charge more than the minimum and perhaps won't take 12 weeks holiday every year so you have even more potential to make money.

Also, I've not factored for you delivering anything for parents and teachers as I've based this all around doing the silver level training only.

# Other Business Costs

## The Details



### Cost of Services as at January 2023

#### Definitions

**Training Only:**  
No licence issued.

**Redundant Licences:**  
Licences issued in 2013 or earlier

**Lighter Licence:**  
Licences issued from 2023 at a monthly fee of £150 inc vat for a 5 year contract

**Full Licence:**  
Licences issued from 2023 at a monthly fee of £330 inc vat for a 3 year contract

Prices below include vat

What We Will Provide For You				
	Training Only	Redundant Licence	Lighter Licence	Full Licence
NLP4Kids email address	Not Provided	Yes	Yes	Yes
1:1 Monthly Mentoring	Not Provided	Subject to Contract/£200 60 minutes (use ad hoc)	£150 90 minutes (use ad hoc)	Included
Live Monthly Webinars	Not Provided	Yes	Yes	Yes
Free Unlimited Retraining	Not Provided	Included	Included	Included
Promotion of Your Events	Not Provided	Via Newsletters, Calendar and NLP4Kids Social Media	Via Newsletters, Calendar, NLP4Kids Social Media and e-shots to our database	Via Newsletters, Calendar, NLP4Kids Social Media, e-shots to our database and local online directory listings.

NLP4Kids, 15 Queensway, Hemel Hempstead, Hertfordshire, HP1 1LS  
 Telephone 0345 3192666  
 People Building Ltd Registered Company Number 07877288  
 Registration Number 238703402





What We Will Provide For You				
	Training Only	Redundant Licence	Lighter Licence	Full Licence
<b>Business Directory Listing Submissions</b>	Not Provided	Database provided, no submissions made.	Database provided, 10 submissions made.	30+ submissions made.
<b>Legalities</b>				
<b>DBS Checks (for you and your assistant)</b>	1 Provided	£84.00 every 3 years	1st provided, then £75 every 3 years	Included
<b>Insurance</b>	Not Provided	£62 per annum*	£62 per annum*	Included*
<b>Data Protection Certification</b>	Not Provided	£35	£35	£35
<b>Promotion Fees (all direct mail letters include follow up emails, calls and booking in)</b>				
<b>School, Council, Charity Workshops Arranged or Introduced via HQ</b>	Not Provided	Free service and 52.2% of total income to practitioner	Free service and 67.5% of total income to practitioner	Free service and 75% of total income to practitioner
<b>Referral of 1:1 Clients</b>	Not Provided	50% of 1st full paying session	35% of 1st full paying session	10% of 1st full paying session
<b>Marketing Materials</b>				
<b>Access to online marketing materials (e.g flyers/posters/letter templates)</b>	Not Provided	Yes	Yes	Yes
<b>Digital Playbooks and Workbooks</b>	White Label Only (unbranded)	Yes	Yes	Yes



## What We Will Provide For You

	Training Only	Redundant Licence	Lighter Licence	Full Licence
<b>Logos</b>	Not Provided	Yes	Yes	Yes
<b>Branded Business Cards</b>	Not Provided	£49 per 250	£40 per 250	1st 250 free £31 per 250 thereafter
<b>NLP4Kids Brochures</b>	Not Provided	QTY 50 - £192	QTY 50 - £172	QTY 50 - £137
	Not Provided	QTY 100 - £330	QTY 100 - £295	QTY 100 - £236
	Not Provided	QTY 150 - £432	QTY 150 - £386	QTY 150 - £309
	Not Provided	QTY 200 - £544	QTY 200 - £522	QTY 200 - £435
	Not Provided	QTY 250 - £740	QTY 250 - £660	QTY 250 - £528
<b>Branded Adult Polo Shirts</b>	Not Provided	£32 (includes delivery)	£29 (includes delivery)	Two free then £23 each (includes delivery)
<b>Promotion of Your Work</b>	Not Provided	Website and Newsletters	Website, social media and newsletters	Website, social media, newsletters and e-shots to our database
<b>Profile Page on www.NLP4Kids.org</b>	Not Provided	Yes	Yes	Yes
<b>Branded Jigsaw Puzzles</b>	Not Provided	£2.20 per puzzle	£1.95 per puzzle	£1.60 per puzzle
<b>Paperwork</b>				
<b>Reprinted Certificate</b>	£73 including ANLP seal & postage	£73 including ANLP seal & postage	£65 including ANLP seal & postage	£52 including ANLP seal & postage
<b>Reprinted Licence</b>	Not Provided	£87 including postage	£78 including postage	£62 including postage



What We Will Provide For You				
	Training Only	Redundant Licence	Lighter Licence	Full Licence
Second Edition Manual	Provided from 2014	£206 including Postage	Provided from 2014	Provided from 2014
Printing of playbooks	Not Provided	£11 per hour (min £33)	£11 per hour (min £33)	£11 per hour (min £33)
Editing school reports	Not Provided	£11 per hour (min £11)	£11 per hour (min £11)	£11 per hour (min £11)
<b>Website</b>				
NLP4Kids Branded Website	Not Provided	£42.00 a month	Yes	Yes
Additional Website Domain Name	Not Provided	£73	£65	£52
Changing your Website Name	Not Provided	£116	£103	£83
Website Promotional Pop Up	Not Provided	£87	£78	£62
Second NLP4Kids Website (in addition to an existing one)	Not Provided	£309 initial charge + £109 per year hosting	£309 initial charge + £93 per year hosting	£309 initial charge + £78 per year hosting
1st Website Appraisal (recorded)	Not Provided	£145	£103	FREE
Additional Site Appraisals (recorded)	Not Provided	£145	£103	FREE
Mail Chimp Set Up	Not Provided	Not Provided	£26	FREE
Monthly Social Media Content	Not Provided	Included	Included	Included



\* Subject to the therapies you offer

## Specific Obligations of the Licensees (as of January 2015)

	Redundant Licence	Lighter Licence	Full Licence
<b>Marketing and Promotion</b> <b>**MINIMUM LEVELS**</b>			
Article Writing (republishing someone else's work or writing your own)	12 per year	12 per year	12 per year
Review Website and Update plugins	2 x per year	2 x per year	2 x per year
Review and Update Profile Page (if required)	2 x per year	2 x per year	2 x per year
Publishing Youtube Videos**	4 per year	4 per year	4 per year
Interaction on Google+	40 posts per year	40 posts per year	40 posts per year
Interaction on Facebook**	40 posts per year	40 posts per year	40 posts per year
Interaction on Twitter**	40 posts per year	40 posts per year	40 posts per year
Linked in Profile	40 posts per year	40 posts per year	40 posts per year
Networking	5 times per year	4 times per year	3 times per year
<b>CPD</b>			
Webinar Attendance (live or the recorded version†)	10 per year	8 per year	8 per year



## Specific Obligations of the Licensees (as of January 2015)

	Redundant Licence	Lighter Licence	Full Licence
<b>Interacting in the Forum</b>	6 times per year	6 times per year	6 times per year
<b>Mentoring</b>	6 sessions peer mentoring if 1:1 mentoring HQ is not available to you	6 sessions peer mentoring	6 sessions
<b>Assisting on Discovery Days</b>	3 per year	2 per year	1 per year
<b>Assisting Fellow Licensees</b>	2 x per year	2 per year	2 per year
<b>Retraining</b>	Every 3 years minimum	Every 3 years minimum	Every 3 years minimum
<b>Client Facing Hours</b>	20 per year	20 per year	20 per year
<b>Community Workshops OR Volunteering for a Children's Charity</b>	4 per year	4 per year	4 per year
<b>Reporting</b>			
<b>Reporting of Working Activity</b>	Every Month	Every Month	Every Month
<b>Reporting of Income Activity</b>	Every Month	Every Month	Every Month
<b>Reporting of Marketing Activity</b>	Every Month	Every Month	Every Month

\*\*Social Media pages/Twitter account names should be set as YOUR NAME, NLP4Kids, County - e.g Gemma Bailey, NLP4Kids, Hertfordshire OR your own company trading name with your own company logo. If you need some help with this, please ask, we are happy to help.

Social media accounts and non NLP4Kids websites, should display the licensee logo (the flag logo) **not** the main company branding logo or a logo representing a programme we offer. E.g You are an NLP4Kids licensee, not an NLP4Teachers Licensee. You might provide the NLP4Teachers training programmes, but you are not licensed by that brand. Please support the branding by using the licensee logo. If you need some help with this, please ask, we are happy to help.

† Add your name in the comments box below the webinar recording so that we know you have listened to it.

NLP4Kids, 15 Queensway, Hemel Hempstead, Hertfordshire, HP1 1LS  
 Telephone 01462 519266  
 People Building Ltd Registered Company Number 07877288  
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+ Add your name in the comments box below the webinar recording so that we know you have listened to it.

# 100 FAQs

## *Filling the Final Gaps*

You can find answers to the 100 FAQs below here:

<https://nlp4kids.org/franchise-faqs>

1. Why are there no geographical restrictions?
2. How will I make my money back?
3. Do schools have funding for NLP4Kids services?
4. What happens if I want to start my own brand alongside NLP4Kids/ I already have my own branding?
5. What do I get if I just want the training and do not want to become a licensee?
6. Can I upgrade from no licence to having a licence later on?
7. What's the difference between the full and lighter Licence?
8. Can I switch between licences?
9. How successful are the current practitioners?
10. Can I recruit my own practitioners?
11. Can I do this overseas?
12. Can I do this with a partner?
13. Is NLP4Kids accredited?
14. What NVQ level is the training equivalent to?
15. Does everyone pass the course?
16. I am already NLP qualified, why should I do this training?
17. What other training will I need?
18. Is there funding to help with the course fees?
19. How can I find out more about how franchising works?
20. I don't have any former experience in working with children, is that okay?
21. I have no experience in NLP is that okay?

22. Is hypnotherapy dangerous for children?
23. Am not comfortable referring myself as a therapist after this training, what should I do?
24. Am not great with technology, is that okay?
25. If I refer others to NLP4Kids, do I get a commission?
26. What is the history of NLP4Kids?
27. Why do the number of practitioners you have fluctuate over time?
28. Is this a part time or full time franchise?
29. Can I contact one of your practitioners?
30. What is the cost of this franchise?
31. Do I need a business plan?
32. Will you get leads for me?
33. Do parents know what NLP is?
34. Who are the competition for NLP4Kids?
35. Is the business growing?
36. Can I take this overseas?
37. How much money will I make?
38. Can I do this with another job?
39. I think I need NLP, is it okay to use the training to work on my own stuff?
40. How do your licensees inform you of their progress?
41. What support do you provide?
42. How does NLP tie in with mental health?
43. Do you ever get referrals from GPs?
44. Does NLP4Kids HQ set the fees we charge?
45. Do you take a commission for the clients your licensees see?
46. Why is the monthly fee a fixed fee and not based on commission?
47. How quickly will I make a return on my investment?



48. What the most important skills and personality traits an NLP4Kids practitioner can have?
49. I have convictions on my DBS, can I still apply?
50. How can I book a discovery day, Skype call or one to one meeting?
51. Do your prices include VAT?
52. I am overseas, do I need to pay VAT?
53. What are the options for making payments?
54. How much would I need to pay off of my balance, before I attend the training?
55. How soon before training should I book my place?
56. Do I have to do all three levels to be become licenced?
57. Do I have to do the training in the order and sequence you say?
58. If I take the gold training, do I get the silver level included in the price?
59. If I take the platinum level training, do I get the silver and gold level of training included?
60. Is it possible to fail the home study training?
61. If I take the training and not the licence, what do I get?
62. If I only take the home study manual and not the training, what do I get?
63. What other organisations do NLP4Kids collaborate with?
64. Can I upgrade my training later or do I have to book the Silver, Gold and Platinum all at the same time?
65. Do NLP4Kids offer help to teenagers?
66. What creditability does the company director have?
67. What groups of people do you work with, e.g. young offenders?
68. What age groups of children and young people do you work with?
69. What are the previous qualifications of your NLP4Kids practitioners?
70. What's the difference between a NLP4Kids practitioner and a licensee?
71. I am being made redundant, could this work for me?
72. How long will it take to become established?
73. How much money should I set aside for my start up costs?

- 74. Do I have to set up a Ltd (limited) company?
- 75. If I am self employed do I need to inform HMRC?
- 76. How much national insurance will I have to pay?
- 77. What ongoing costs will there be in my business?
- 78. Are your return on investments a reflection of income during term time only?
- 79. What is the interest rate if I pay via monthly instalments?
- 80. Who created your licence documents?
- 81. Can I see a copy of the licence documents prior to signing up?
- 82. Who are the NLP4Kids HQ team?
- 83. How can I contact NLP4Kids?
- 84. What do you cover on the silver, gold and platinum levels of training?
- 85. What is the itinerary for a Discovery Day?
- 86. Why do you charge 1p for a Discovery Day?
- 87. Are your online forms safe?
- 88. Can I attend a Discovery Day without booking online?
- 89. Who did Gemma train with?
- 90. What qualifications has Gemma got?
- 91. Do you ever dismiss practitioners?
- 92. Do I need insurance?
- 93. I already have a DBS, do I need another one?
- 94. Do the police checks, insurance etc work for those overseas?
- 95. On what grounds might you reject someone who wishes to become a practitioner?
- 96. What happens if I want to stop paying my fees?
- 97. What happens if I become ill or want to downsize my business?
- 98. I have looked for NLP4Kids on companies house and it looks like you only started trading in 2016 – why?
- 99. Can I see your company accounts?

100. Where does the NLP4Kids training take place?

101. Is there guaranteed work?

## Questions I still need answered...

Contact us:

[info@NLP4Kids.org](mailto:info@NLP4Kids.org)

[gemma@NLP4Kids.org](mailto:gemma@NLP4Kids.org)

Tel: 0203 6677294

Book a one to one chat with Gemma:

<https://nlp4kids.youcanbook.me>

Book onto a Discovery Day:

<https://nlp4kids.org/Discovery-Day>

A downloadable copy of this document:

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