

# NLP Basic New for 2015

## *Accelerated Practitioner Certification*

*A Dynamic Mind Influencing Formula That Gets Rapid Results*

*Research based material, New techniques based on research!*

*presented by*

**WILLIAM D. HORTON**

### **Who Should Attend?**

If you are in this field to help people and you truly want to more meaningfully impact the lives of your clients, this class is for you.

Dr. Wil Horton has successfully used integrated NLP with hypnotism techniques with over 50,000 clients & will teach you the secrets of the super performers in our field. Having cracked the code of NLP, he teaches it in a fun, fast, easy-to-use way and does so with the deepest integrity.

New practitioners walk away with life transforming skills they never dreamed possible. Many deeply and positively change their own lives in the process. In fact, Dr. Horton wants you to bring your problems, your goals and dreams, so your personal problems can be solved as you start on your path to your goals and dreams.

You will acquire the tools that make impact therapy a reality. You will learn and master basic techniques that have made NLP the most sought after training.

This is an intensive hands-on learning experience. You will learn in the NLP way – seeing it – doing it – and having it done.

**Learn to live your  
dreams and achieve  
your goals!**

### **You Will Learn:**

- ❖ Quick impact approach.
- ❖ How to build and maintain multi-level rapport.
- ❖ How to maintain rapport with groups.
- ❖ How to see and hear expertly.
- ❖ How to improve personal/professional relationships.
- ❖ How to use clients' resistance to your advantage.
- ❖ How to make rapid, lasting changes.
- ❖ How to access personal strengths and resources.
- ❖ How to solve problems at the subconscious level.
- ❖ Fast fears removal.
- ❖ How to ask the right questions.
- ❖ How to change personal history – change the way you remember your past – how to turn negatives into positives!
- ❖ How to reframe your life.
- ❖ All types of anchoring techniques.
- ❖ Eye accessing cues.
- ❖ Re-parenting your inner child.
- ❖ How to change internal states.
- ❖ *And Much, Much More!!*

- ❖ **You will learn in 4 days what other classes teach in 6 months.**
- ❖ **Learn to construct, send and interpret secret mental programs.**
- ❖ **Uncover hidden social, sexual & emotional messages.**
- ❖ **Everything you need to use NLP in your life now!!**

### **You Will Receive:**

All **new** reference manuals for use during the training will give you a tool you can refer to anytime.

It provides techniques, in a step-by-step manner, that you can use with anyone.

A true workbook you can use in all aspects of business and personal growth.

### **Certification:**

This training meets the standards of the National Federation of NeuroLinguistic Psychology. So your certification has worldwide recognition.

**Click here to register online**



## William D. Horton, PsyD, CADC, CMI,

considered by many to be the world's Leading NLP Trainer, is also a Licensed Psychologist, Certified Alcohol and Drug Counselor, and Master Hypnotist Instructor. He was one of the few non-law enforcement people to be asked to attend the FBI Crisis/Hostage Negotiation Course at the FBI academy. He is the author of the best selling book *Mind Control, How to Get Others To Do What You Want, and Have Them Think It was Their Idea* and *NLP 4 \$ales*, as well as *Primary Objective, Neuro-Linguistic Psychology and Guerrilla Warfare* and co-author of the *The Psychology of Sales*. His articles are considered a must read in the field of hypnotism and psychology. His passion for this technology comes from personal experience. He has a Black belt in Karate and has won tournaments and been published in Martial Arts Journals. Learn from the leader in the field of "STREET SMART" NLP.

### Part One (Mon-Tues)

- ❖ Introduction – Goals & Training
- ❖ Instant Subconscious Rapport
- ❖ Rapid Learning Strategies
- ❖ Rapid Motivation
- ❖ Questions & Answers about NLP
  1. Myth
  2. Misconceptions
  3. Goals
- ❖ NLP Terminology — Uses of Language
- ❖ States of Excellence — Be Your Very Best
- ❖ Presuppositions of NLP
  1. Framework of NLP
  2. NLP — Mindset
- ❖ Anchoring — The Heart of Rapid Change
- ❖ Add a Resource
- ❖ Sensory Activity
  1. Be Aware
  2. Be Focused
- ❖ Rapport — The Heart of Change
- ❖ Representation Systems
- ❖ Predicates — Language as a Change Tool
- ❖ Eye Accessing Cues — How a person moves their eyes tells you how they are looking at the world
- ❖ Linear Time Processing
  1. What is it?
  2. Uses
  3. How a person uses time
  4. Info from Linear Time Processing
- ❖ Developing and Telling Metaphors
- ❖ Homework Assignment

### Part Two (Wed-Thurs)

- ❖ Review of Homework Assignment
- ❖ Belief Template
- ❖ Information Gathering
  1. The Questions You Ask Will Start The Change
  2. Outcome
- ❖ Well Formed Conditions
- ❖ Frames of NLP
- ❖ Fast Fears Removal
  1. Stop Life Time Fear
  2. Mend a Broken Heart
- ❖ Layered Sub-Modalities
- ❖ New Behavior Generator — Learn New Behaviors Unconsciously
- ❖ New Behavior with Role Model — Learn from people everywhere
- ❖ Decision Strategies
- ❖ Decision Destroyer
- ❖ Deep Trance Strategies
- ❖ The Swish Pattern
- ❖ Visual Squash
  1. Stop Habit Forming Behavior
  2. Working with Alcohol Issues
- ❖ Reframing
- ❖ Compulsion Blowout
- ❖ Re-parent
  1. Inner Child Work Made Easy
  2. Tap a New Market
- ❖ Waking Hypnosis
- ❖ Wrap-up
- ❖ Goal Sheet for Advancement
- ❖ Final — Oral Exercise
- ❖ Certification

### Testimonials:

Before I took this NLP course, I wasn't sure if I have enough linguistic knowledge to understand nuances and follow the class since I learned English as an adult. Even though challenging, the 4-day course was very interesting and entertaining. Dr. Horton's many areas of personal accomplishment are impressive and encouraging to those of us newbies. —*Hiromi Foss*

This course was excellent. Will did a great job breaking down the information to make it easy to understand and apply. I'm looking forward to adding this knowledge to my hypnotism practice. —*Debi Boushey, BCH, CI, OB*

Dr. William Horton is a first rate hypnosis/NLP instructor. The class was very entertaining and packed with great information. Loved it! —*Lise Descoteaux*

Dr. Horton uses a balance of demos, story telling, theoretical readings and a lot of practice to very effectively transit his know-how and his passion for the practice of NLP. —*Andre Claude Potvin*

Wil Horton is a caring instructor that has the ability to speak to and work with students at all levels of their career. He has the techniques to reach each student at their level. Great, fun class, never a dull moment. I learned alot and felt it was well worth the cost. Always feels good to get value for your money —*Roxanne Grona*

Wil is a joy and very entertaining man. He really knows his "stuff". I imagine that his rate of success is high. I can't believe I would feel as energized (& overloaded) with too many other teachers after 4 long, continuous days! —*Kas Sohey-Knabb*

## Course #141

**Monday–Thursday • August 3-6**

*Sessions begin at 9 am each day*

**\*Tuition: \$645**

**Click here to register online**