



## MidLantic Institute for NLP

A division of the American Hypnosis Training Academy, Inc.  
1110 Fidler Lane, Suite 1218, Silver Spring, Maryland 20910  
(301) 565-0103 \* (800) 343-9915 \* Fax (301) 588-9535

# Train the Trainer - Dual Certification

*Certified Neuro-Linguistic Programming Trainer*

*Certified Ericksonian Hypnotherapy Instructor*

**October 1, 2, 3, 4, 5, 2009**

**This is your invitation to become both a Certified Ericksonian Hypnosis Instructor and a Certified Neuro-Linguistic Programming (NLP) Trainer.**

During the last few years participants have frequently asked to become certified trainers of both Ericksonian Hypnosis and NLP. As a result, I have designed a training program to give you the opportunity to become both a **Certified NLP Trainer and an Ericksonian Hypnosis Instructor**.

I've been training mental health professionals in both of these approaches for the past 34 years. Now, I want to share what I've learned with a very small group of highly motivated people. Further, I hope that by offering this program you will carry on the legacy of excellence of the American Hypnosis Training Academy by providing training to your future seminar participants.

**The class will be limited to 18 participants** to assure maximum learning and plenty of individual coaching from me. Additionally, after the end of this training, I plan to provide ongoing mentor/coaching on course design, marketing, business planning, running your training business, and building a following of satisfied graduates. Fees for post-training services will be contracted for separately.

### **The Skills You Will Learn:**

- Teaching to the conscious and unconscious mind
- Creating and maintaining the desired states in your students
- Working with the group process, common challenges and solutions
- Gaining group rapport and holding the participant's attention
- Developing and maintaining your personal training state of excellence
- Creating effective stage anchors
- Integrating content for effective presentations
- Using multi-embedded metaphors
- Demonstrating content as you teach (walk the talk)
- Utilizing your physiology and language to empower your teaching
- Conducting successful demonstrations and how to select demo subjects
- Making content much more learnable by the use of pre-framing
- The importance of appropriate sequencing of the material being taught
- Utilizing and handling objections, questions, and "hecklers"
- Giving effective feedback

**This dual certification training** will be a highly structured and rewarding experience.

## **Each participant will receive the following materials:**

- **Course Curriculum/Manual**

Instructor's course outline/manual with a complete set of handouts that can be duplicated for your students. Additions to these material will be forwarded periodically, as they become available. **Note:** You may use your own headings for these handouts, however, *handouts must maintain their copyrights and identifying information, as printed on the copies you receive, whenever you reproduce them. Your students must agree in writing not to further duplicate them and to respect the copyrights for these documents.*

- **Videos**

One set of videos is included in your tuition. These videos are copyright protected and may not be reproduced. You will be given permission to use the videos intact, with the copyrights, for your personal use and demonstration purposes during your professional workshops and training programs. I will include a release for the use of the videos when I send you the copies. If you wish to sell the videotapes at retail, you can buy them from AHTA and/or it's successors at an agreed upon discount pricing.

- **Affiliation with AHTA for Continuing Education Approval**

Ongoing affiliation with Ron Klein and AHTA for continuing education approval can be negotiated separately by those persons who are certified at the completion of this program. The American Hypnosis Training Academy, Inc. (AHTA) continuing education approval, granted by the American Psychological Association (APA), the National Association of Social Workers (NASW), and the National Board of Certified Counselors (NBCC), can only accrue to workshops and training programs sponsored, co-sponsored, and/or administered by AHTA. Affiliation with AHTA or Ron Klein, for this purpose, is not guaranteed.

**Upon completion of the Train the Trainer** in class room program each participant will complete the following post-training requirements:

- Review of the Ericksonian, traditional hypnosis and NLP literature as evidenced by completion of both the written research questionnaire and exams, including three book reports. These materials must be submitted within 90 days of the last day of the training.
- Presentation of a two, three-day workshop or a longer training program within 3 months of the completion of the training. 3 hours of your presentation must be videotaped and submitted for review. The video tapes must include at least one lecture, a demonstration, an assignment of an experiential practice by students and post student practice Q & A. The demonstration, student practice instruction and Q & A must relate to one specific topic. The fee for reviewing these tapes by the instructor(s) of this program is \$450.00. This amount will be due when the demonstration tapes are submitted.
- Submission of written evaluations by the students who attend your workshop(s) or training(s) program (evaluation form will be provided by AHTA) indicating positive critique.

**Certification as a NLP Trainer and an Ericksonian Hypnosis Instructor will be earned upon satisfactory completion of the Trainer Training.**

Additionally, a certificate of attendance for 45 hours professional **CONTINUING EDUCATION** (C.E.) will be provided for those persons who complete the program. The American Hypnosis Training Academy (AHTA) is approved by the American Psychological Association to sponsor continuing education for Psychologists. American Hypnosis Training Academy maintains responsibility for the program and its content. AHTA is also an approved provider for NBCC, NASW, NADAAC AND VARIOUS STATE BOARDS details on request. It is the responsibility of the provider to abide by NBCC and other approving bodies continuing education guidelines.

**MEETING LOCATION:** Best Western Hotel- Rockville, MD

**HOTEL:** Best Western Hotel  
Rockville, Maryland 20850  
Hotel phone: (301) 424-4940 (make your own reservation)

Room Rate \$95.00 single/double (Parking is free)

**DATES:** October 1, 2, 3, 4, 5, 2009

**SCHEDULE:** Daily .....8:45 AM to 5:45 PM

**WORKSHOP FEE:** \$2895.00

**FEE: \$2895.00. A \$1500.00 deposit with your enrollment is required. *Your deposit is non-refundable UNLESS THE WORKSHOP IS CANCELLED, OR YOU HAVE A MEDICAL OR OTHER SERIOUS EMERGENCY (written proof of medical illness will be required).* All other expenses incurred are the responsibility of the enrollee.**

*Note: Comparable training provided by NLP Comprehensive, John Seymour Associates, Tad James & Company, Inspirative NLP Training and other groups range from \$3900.00 to \$8600.00 (in both the U.S. and the U.K.).*

**TRAINERS:**

**RON KLEIN, CT-NLP, CAAC, NBCCH,** is a Certified Trainer in NLP and a Certified Master Hypnotherapist. He is a nationally recognized teacher of clinical hypnosis and brief solution-focused psychotherapy. Ron has twenty nine years experience as a counselor and teacher. He has presented hundreds of workshops and provided training to more than 5800 mental health and health care professionals.

**JILL B. CODY, M.A., NCC, CT-NLP, NBCCH,** has a Master's degree in counseling psychology and is a Certified Trainer of NLP. She is in private practice in Frederick, Maryland and has over 20 years experience as a trainer, counselor and hypnotherapist.

**JUDITH Pearson, Ph.D., CT-NLP, NBCCH,** is Licensed Professional Counselor, Clinical Hypnotherapist, and Certified Trainer of NLP. She has over 20 years experience as trainer, counselor and hypnotherapist, and is in private practice in northern Virginia.

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## REGISTRATION FORM

**October 1, 2, 3, 4, 5, 2009**

To reserve your place, *fill out this registration form now* and mail it with your check or charge information **TODAY**. Also, you can register by phone by calling:

**(301) 565-0103 or (800) 343-9915 or FAX 301-588-9535**

NAME: \_\_\_\_\_ DEG. \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

WORK PHONE: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Amount charged or check enclosed  \$1500.00 (Non-Refundable Deposit)

\$2895.00 in full ( \$1500.00 Non-Refundable)

Visa or Master Card # \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_ Expires \_\_\_\_/\_\_\_\_/\_\_\_\_

Make checks payable to A H T A or fill out charge information and mail to:

**AMERICAN HYPNOSIS TRAINING ACADEMY, INC.**  
**1110 Fidler Lane, Suite 1218, Silver Spring, MD 20910**