



***Mass Influence Made Easier™:***  
**Employing NLP in Marketing & Advertising**

***Course Objective***

This 2-day intensive programme will help participants to increase their positive response rates by understanding their markets through the eyes of Neuro-Linguistic Programming.

***Course Methodology***

- 30% interactive sharing by trainer
- 40% experiential group & individual activities
- 30% group discussions & presentations

***Course Syllabus***

<i>Module 1</i> <b>What is NLP?</b>	Introduction to the world of Neuro-Linguistic Programming, the psychological approach used by key marketers and advertisers in interacting with their target markets
<i>Module 2</i> <b>Identifying Your Target Markets</b>	What kind of people make up one's target markets and what are their needs, desires, wants and expectations? Which type of marketing communication approach is most suitable?
<i>Module 3</i> <b>What's Stopping Your Success?</b>	How do one's markets behave and why do some excellent marketing communication efforts fail?
<i>Module 4</i> <b>Marketing to the Whole Person</b>	Using NLP's Predicates / Personalities to package one's marketing communication to reach the entire person, creating a rich interactive psychological experience for the customer
<i>Module 5</i> <b>Dealing with Dualities</b>	Using NLP's double P tool to craft one's marketing communication to increase mass appeal and influence, creating an urgency for one's products and services
<i>Module 6</i> <b>The Art of Subconscious Influence</b>	Dissecting how advertisements use subconscious influence to engage the audience's attention and influence the market's preferences
<i>Module 7</i> <b>Killing Your Competitors</b>	Learning how one's marketing communication can create doubt, aversion and dislike for a competitor's products, using the "banned" techniques of NLP
<i>Module 8</i> <b>Hands-on Final Exercises</b>	Putting the strategies into practice, action plans and final instructions