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

Module 1 **What is NLP?**	Introduction to the world of Neuro-Linguistic Programming, the psychological approach used by key marketers and advertisers in interacting with their target markets
Module 2 **Identifying Your Target Markets**	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?
Module 3 **What's Stopping Your Success?**	How do one's markets behave and why do some excellent marketing communication efforts fail?
Module 4 **Marketing to the Whole Person**	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
Module 5 **Dealing with Dualities**	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
Module 6 **The Art of Subconscious Influence**	Dissecting how advertisements use subconscious influence to engage the audience's attention and influence the market's preferences
Module 7 **Killing Your Competitors**	Learning how one's marketing communication can create doubt, aversion and dislike for a competitor's products, using the "banned" techniques of NLP
Module 8 **Hands-on Final Exercises**	Putting the strategies into practice, action plans and final instructions

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