

LOS ANGELES NLP TRAINING CENTER

# INFO PAK

Logistics & Course Details



John James Santangelo PhD

# WELCOME

## You're Exactly Where You're Meant to Be

Thank you for your interest in our NLP Practitioner Training.  
If you're here, you may have a few questions running through your mind...

What exactly is NLP?

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What will I learn?

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Where is the training held?

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And maybe the biggest question of all – why does this feel important to me right now?

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### Here's what I know for sure:

- 🕒 People don't find NLP by accident.
- 🕒 The individuals who are drawn to this work usually want more from life. More clarity. More confidence. More control. More RESULTS!

### Most people who attend an NLP Practitioner Training start with thoughts like:

- 🕒 "I want to improve my life overall."
- 🕒 "I want better relationships – or I want to create one that actually works."
- 🕒 "I want to communicate with more confidence and influence."
- 🕒 "I'm tired of getting in my own way and not following through."

And truthfully... the last ones we're my reasons too.

When I attended my very first NLP Practitioner Training, I was searching for clarity, answers and focus. I seriously wanted to discover my direction, stop self-sabotaging my focus and finally start creating 'consistent' results in my life.

*If any of that sounds familiar, you're in the right place!*

Because while everyone's *reasons* may be different, the **results** our graduates experience are remarkably similar:

The ability to **control their emotional states**, make **empowering decisions for your future** and take **purposeful action every single day** toward the life they actually want.

**Let me ask you an important question...**

Where did you learn your communication skills?

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Your relationship patterns?

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Your beliefs about success and money?

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For most of us, it started with our parents – and while they did the very best they could, they were very limited by the tools and resources they had at the time.

**In NLP, we live by two powerful principles that changed my life forever:**

- 1 "People are always doing the best they can with the resources they have."
- 2 "There is no failure – only feedback."

That second belief alone transformed how I saw myself and others. I didn't have to get everything perfect before I could move... it gave me permission!



## Think about it

Most people emotionally punish themselves for results they didn't intend. But in NLP, a 'result' is simply just outcome, just not the one you wanted! And once you treat life as feedback instead of failure, everything changes.

**Imagine approaching every experience from this place...**

- 🕒 Your confidence rises.
- 🕒 Your stress drops.
- 🕒 Your growth accelerates.

**In this training, we spend the majority of our time helping you:**

- 🕒 Get crystal clear on what you truly want
- 🕒 Identify and remove the unconscious roadblocks holding you back
- 🕒 Build emotional mastery, confidence, and communication skills that last

## Training Details

**WHEN:** Every February & September

🌐 <https://lanlp.com/nlp-basic-practitioner>

**WHERE:** Agoura Hills, California

📍 [Google Map Link Here](#)

**INVESTMENT:**

Regularly \$4,995

BUT... check here for your special discount and registration options

This course can change how you think, communicate, and live – starting now!  
Here's to your success,

**John James Santangelo, PhD**

# WHAT IS NLP — NEURO-LINGUISTIC PROGRAMMING?

Asking “What is NLP?” is a bit like asking “What is gravity?”

There are many ways to explain it — and each one reveals something important.

At its core, NLP delivers what psychology originally promised but never fully made practical: a clear, usable way to understand how we think, feel, and behave — and how to change those patterns quickly and effectively.

## **Another way to describe NLP is this:**

It’s the study of how your mind creates your experience of life, and how to consciously redesign that experience so you have more choice, control, and freedom.

Much of how we think and behave happens **unconsciously**. NLP teaches you how to bring those patterns into awareness, upgrade them, and then allow the new, empowering behaviors to become automatic again — this time working *for* you instead of against you.

Some people jokingly describe NLP as “**Cognitive Behavioral Therapy on steroids.**”

Why? Because while NLP shares similarities with CBT, it goes much deeper — making finer distinctions, using precise tools, and applying proven processes that dramatically **speed up change**.

Another powerful way to think about NLP is as a method for modeling human excellence. If someone is exceptional at confidence, communication, leadership, sales, relationships, or performance — NLP shows us how to reverse-engineer that success so anyone can learn it. That’s real accelerated learning.

## **Here’s a metaphor I love:**

The human brain is the most advanced self-maintaining computer ever created — yet it doesn’t come with an operating manual.

As children, our brains weren’t fully programmed. We learned by experience — some empowering, some accidental, and some painful. And while parts of our “programming” work beautifully... a lot of parts don’t serve us at all.

We take in information through our five senses, process it through memory, emotion, belief, and meaning — and then produce behavior and results. Those results feed back into the system, shaping future thoughts and actions. It’s a continuous loop.

## NLP is the operating manual for the human mind.

It provides the tools – the software – to upgrade your internal programming!  
Questions, or whether NLP is right for you, I'd love to hear from you:



(818) 879-2000 - John James Santangelo, PhD

# SIX REASONS TO CHOOSE OUR NLP PRACTITIONER TRAINING

1

### Real-World Experience That Actually Matters

This isn't theory taught by someone who's never applied it. Our training is led by John James Santangelo, PhD, bringing decades of real-world corporate, clinical, and professional speaking experience into the classroom.

Most NLP trainers have never worked outside the training room. Here, you're learning from someone who has used NLP in business, leadership, coaching, therapy, and high-stakes real-life situations – and works closely with every student to ensure deep understanding and real results.

2

### Designed Around Your Life

We respect your time and your responsibilities. That's why our certification is delivered across ONE FUN-FILLED WEEK, allowing you to train, integrate, and still have a life.

You'll become fully certified without wasting weeks or months off work, making this one of the most convenient ways to complete a true NLP Practitioner training.

3

### Full Immersion & Deep Integration — Not Information Overload

Real change doesn't happen from rushing through material. It's spoon feed to you. Because the training is spread over one week, you have time between sessions to:

- Practice the techniques in real life
- Integrate what you've learned
- Study and train with fellow students

Many graduates come to us after taking other "accelerated" NLP programs elsewhere – only to realize they retained very little and gained few lasting results. We give you the **traditional 120-hour Practitioner training** for a reason - it works!

**4**

## Elevate Your Business, Leadership & Influence

NLP is the most powerful tools for communication and influence ever developed. This training is ideal for coaches, educators, sales professionals, managers, speakers, marketers, HR professionals, and corporate trainers – or anyone whose success depends on communication.

**Through this training, you'll learn how to:**

- Influence ethically and confidently
- Increase sales and persuasion skills
- Lead, coach, and manage more effectively
- Communicate with impact in any environment

**5**

## Build Professional Coaching & Therapeutic Skills

You'll gain practical, hands-on skills you can use immediately with others, including:

- Goal-setting and motivation strategies
- Emotional mastery and confidence techniques
- Resolving fears, phobias, and limiting behaviors
- Habits change, weight loss, and smoking cessation frameworks
- Helping others access powerful, resourceful states

**This is where NLP becomes transformational – not just informative.**

**6**

## Personal Power That Changes Everything

Many students attend for professional growth...Others want to master themselves.

**This training helps you:**

- Break through self-doubt and insecurity
- Overcome fear of public speaking
- Increase motivation and follow-through
- Gain clarity and direction
- Achieve goals with confidence and consistency

Ultimately, NLP gives you mastery over your communication, emotions, decisions, and actions – with yourself and others.

## A Few Questions for You to Reflect On

① What are your top 3 goals you want to achieve from this NLP Training?

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② What has prevented you from producing those results so far?

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③ What have you already tried – and why hasn't it worked the way you wanted?

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**Your answers may reveal exactly why you're here.**

And if you're ready to explore what's possible when you finally have the tools...  
We'd love to support you on that journey. Call John personally (818) 879-2000

– **John James Santangelo, PhD**

# HOW CAN OUR NLP TRAINING HELP YOU?

NLP gives you a powerful set of tools for understanding how you think, feel, decide, and act — and more importantly, how to change those patterns no longer serving you.

Whether your goal is better relationships, more confidence, stronger communication, increased income, or greater emotional control, NLP helps you get there faster by working directly with the unconscious patterns that drive your results.

## Your Training Experience

Your opportunity to learn and experience these life-changing methods begins on Day One of the NLP Practitioner Certification Training.

**To make this practical, the program is delivered over 7 days, allowing you to:**

- 🕒 Train deeply without putting your life on hold
- 🕒 Practice and integrate the material between sessions
- 🕒 Experience real change as the training unfolds

We also offer interest-free tuition payment plans, making it easy for you to say yes!

[Click here for full course details and upcoming dates](#)

## What You'll Learn & Experience

During the training, you will learn how to:

- 🕒 Build instant rapport — even with difficult people
- 🕒 Stay calm and resourceful in emotionally challenging situations
- 🕒 Take control of your emotional state and decisions
- 🕒 Communicate with clarity, confidence, and influence
- 🕒 Create consistent results in both your personal and professional life

These are skills you will use every single day — for the rest of your life.

## Is This Training for You?

If you're asking that question, the answer is almost always yes.

### Whether you're:

- 🎯 A business professional
- 🎯 A coach, educator, or leader
- 🎯 Or someone committed to personal growth and self-mastery

This training gives you the tools to become more effective, more confident, and more intentional in everything you do.

## Our 100% Risk-Free Guarantee

You're fully protected 100% money-back guarantee - Here's how it works:

- 🎯 Attend the first full day of the NLP Practitioner Training, and If for any reason you decide it's not for you, Simply, let us know by the END OF DAY 1...

You'll get 100% refund of your tuition (minus a \$100 registration fee).No questions!

## Why are we so confident?

Because every single person who has begun this training has reported exceptional value, completed the program, and has graduated as a Certified NLP Practitioner. We fully expect the same graduation and results for you.

## Ready to Get Started?

If you have questions or want to register, call me personally



(818) 879-2000

I'm happy to answer your questions and help you decide if this training is right for you.

We truly hope to see you at our next NLP Practitioner Training.  
I'm confident you'll look back and say:

"That was one of the most FUN and valuable experiences I've ever had."  
But don't take my word for it — experience it for yourself. It's guaranteed.

— **John James Santangelo, PhD**

P.S. Below, I've included a few simple NLP exercises for you to explore. Have fun — and notice what begins to shift.

# PLAYING WITH YOUR BRAIN

Let's start with a simple experiment. Take a moment and recall a pleasant experience from your past. Don't overthink it – just allow any enjoyable memory to come to mind.

As you remember this experience, begin to notice how it's represented in your mind.

## STEP 1: Play With the Picture

Notice the Visual qualities of the memory.

- What do you see?
- What images appear?

Now, Lets **make the picture larger**.

Let it double in size... and then double again.

Notice what happens to your emotions.

Do they intensify? Now reverse it. Shrink the picture.

Make it smaller... and smaller... until it's so small you can barely see it.

**What happens to your feelings now?**

Do they soften or decrease?

Try this a few times – larger... smaller... closer... farther.

Notice the pattern that works *for you* to soften or decrease your feelings.

There is no "right" or "wrong" here. We all code our experiences differently.

Whatever you experience is perfect. When you're ready, return the image to the size and distance that feels most comfortable to you.

## STEP 2: Distance & Perspective

Keeping the same picture:

- Slowly move the image closer to you
- Then gently move it farther away

What happens to your emotions as the image moves closer?

What happens as it moves farther away?

You may notice that distance changes intensity.  
This is one way we naturally “distance” ourselves from our experiences.

### STEP 3: Change the Coding

Now let’s experiment even further.

- 🕒 Is the picture in color, or is it in black-and-white?
  - Switch it. Reverse it.
- 🕒 Is it in-focus or is it blurry?
- 🕒 Are you inside the memory (looking through your own eyes), or actually seeing yourself in the picture?
- 🕒 Is the picture **3D or flat (2D)**?
- 🕒 Is it framed, or panoramic like an IMAX screen?
- 🕒 Where is the image located – right, left, up, down or in the center?
  - Move it somewhere else and notice what happens.

As you change these features, notice how your emotional response changes.



#### The Big Insight



Here’s the fascinating part: When you change how your brain represents an experience, you automatically change how you feel about it. Cool, Right?

Your emotions respond to the structure of your thinking – not the event itself.  
This is part of the “magic” of NLP.

Rather than analyzing content or reliving the past, NLP works directly with the structure of experience – the coding behind thoughts, memories and emotions.

Imagine this:

- Making unpleasant memories **small, dim, and far away**
- Making empowering experiences **big, bright, and close**

Try it.  Play with it.  Notice what changes.

This is learning by experience – and it’s powerful.

# WELL-FORMED OUTCOMES

## A Simple NLP Process for Achieving Goals Faster

Now let's apply this understanding to your goals. Grab a piece of paper. Choose one simple, one-year goal to work through this 8-step process.

### 1 State the Goal in Positive Terms

- What do you want to achieve?
- Where are you now?
- Where do you want to be?
- State the goal in positive language (what you want, not what you don't want).

### 2 Make the Goal Sensory-Based

- What will you see, hear, and feel when you achieve it?
- What steps are required?
- Have you broken it into small, doable chunks?
- Are the steps realistic and manageable?

### 3 Make It Compelling

- Does the goal pull you forward?
- Can you see yourself having already achieved it?
- Create a compelling future image where you see yourself succeeding.

### 4 Quality Control Check

Ask yourself:

- Is this goal good for me in all areas of my life?
- What will achieving this give me?
- What might I lose by achieving it?
- Is this goal truly achievable?
- Do any parts of me object to reaching it?

Pay attention to bodily sensations – they often reveal important feedback.

### 5 Self-Initiated & Maintained

- Is this something you can initiate and maintain?
- Is it within your control?
- Does it depend on your actions – not other people changing?

6

### Specify the Context

- Where will this happen?
- When?
- With whom?
- Under what circumstances?

Test the goal across real-world contexts to ensure it fits your life.

7

### Identify Required Resources

- What skills, mindset, or support do you need?
- Who do you need to become?
- What's currently preventing you from moving forward?

8

### Evidence Procedure

- How will you know when the goal is achieved?
- What specific evidence will confirm success?
- What tells you, unmistakably, "I did it"?



## Final Thought

When you understand how your mind creates experience, you gain the ability to change experience on purpose. That's not theory. That's skill. That's exactly what NLP trains you to master. Have fun exploring – and notice how quickly things begin to shift.

# REPRESENTATIONAL SYSTEM TEST

For each of the following statements, place a number next to each phrase.

Make sure to use one number for each blank line to indicate your preference:

4 = Closest to describing you

3 = Next best description

2 = Next best

1 = Least descriptive of you

1

I make important decisions based on:

- gut level feelings.
- which way sounds the best.
- What looks best to me.
- precise review and study of the issues.

2

During an argument, I am most likely to be influenced by:

- the other person's tone of voice.
- whether or not I can see the other person's argument.
- the logic of the other person's argument.
- whether or not I feel I am in touch with the other person's true feelings.

3

I most easily communicate what is going on with me by:

- the way I dress and look
- the feelings I share.
- the words I choose.
- the tone of my voice.

4

It is easiest for me to:

- find the ideal volume and tuning on a stereo system. .
- select the most intellectually relevant point about an interesting subject.
- select the most comfortable furniture.
- select rich, attractive color combinations.

5

(no question, just answer)

- I'm very attuned to sounds of my surroundings.
- I am adept at making sense of new facts and data.
- I am very sensitive to the way articles of clothing feel on my body.
- I have a strong response to colors and to the way a room looks.

# REPRESENTATIONAL SYSTEM TEST

## STEP ONE:

Copy your answers from the previous page to the lines below:

1	2	3	4	5
___ K	___ A	___ V	___ A	___ A
___ A	___ V	___ K	___ D	___ D
___ V	___ D	___ D	___ K	___ K
___ D	___ K	___ A	___ V	___ V

## STEP TWO:

Transfer the numbers for each statement to the appropriate representational system column in the table below.

Table	V	K	A	D
Totals	= V	=K	= A	= D

### STEP THREE:

Add the columns and write the totals in the space provided in the table above. The comparison of the total scores gives the relative preference for each of the four major representational systems.

V = Visual

K = Kinesthetic

A = Auditory

D = Auditory/Digital

Hope you enjoy these processes (there's plenty more empowering exercises in class).

Please contact me directly



(818) 879-2000



info@LANLP.com

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info@LANLP.com

Here's to your success, John James Santangelo PhD