



**Become Certified in NLP, Matrix Therapies®  
& Hypnotherapy**

**At the Centre for Life Therapies**

**Sonya Furlong** is one of Australia's finest NLP Trainers and Coaches.

In a recent survey of 100 students of Sonya's trainings:

**100% rated the training from Very Good to Excellent.**

**100% said they felt confident to use NLP in their life.**

**96% said they personally had breakthroughs during the training that changed their life!**

*Testimonials:*

**"I now have a deep understanding of NLP. Sonya is amazing and a really great teacher, the best teacher by far."**

**"Sonya is one of the most amazing trainers I have experienced. So engaging, authentic and knowledgeable. She provided the most safe, optimal learning space."**



**Gain the freedom to make choices that empower you and others.**

Become a Certified Practitioner of NLP and Matrix Therapies®.

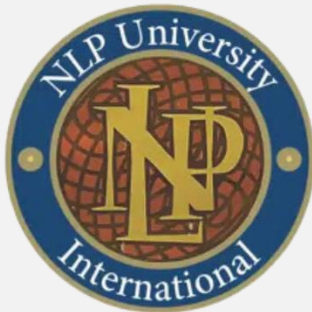
Neuro-Linguistic Programming (NLP) is the study of excellence and successful behaviour. It teaches certain processes to replicate that behaviour in your own life.

Matrix Therapies® & Hypnotherapy work on a deep unconscious level to clear negative emotions and limiting beliefs to give you more freedom and choice.

These modalities increase your leadership skills, communication skills and emotional intelligence, giving you profound and lasting change and allowing you to fulfill your true potential and to help others.



*Accredited with  
these organisations*





# *Why would you want to learn NLP & Matrix Therapies®?*

*These are essential skills for*

Leaders  
of any kind

Sales  
Professionals

Trainers &  
Coaches  
in any industry

Entrepreneurs

Human beings!

# How Does NLP & Matrix Therapies<sup>®</sup> Accelerate Change?





At the **Centre for Life Therapies** we use NLP, Matrix Therapies® and Hypnosis with our clients in our private sessions.

These are the same techniques we teach you in our certified trainings so you can use them in your personal and professional lives.

This increases your emotional intelligence, leadership and communication skills, so you can embody the habits of success. You will then find it much easier to help others grow as well, resulting in a smoother, more productive life and business.

# Why Now?



On any given day we all have a choice with how we spend our spare time. Some people watch Netflix, while others dream big, and work on getting the skills they need to fulfil their goals and dreams. We know first-hand that top achievers study NLP, Matrix Therapies® and Hypnosis, and are now achieving more than they ever dreamed possible!

That's why you see developments in your own industry that you never expected.

PEOPLE ARE CREATING NEW WAYS OF WINNING!

Do you want to win as well?

Now is the **TIME** to start.

Our trainings are the **PLACE** to start.

That's how you will get what you deserve. **You deserve freedom, choices, love, connection, money and fulfillment.** A better life. Flexibility to work where you want, when you want. To get promoted or start a business. To have more quality time with your loved ones and better health.

That's right, we will help you get there, and we have results to prove it.





“

*Sonya is such an enthusiastic and clear communicator; you can't help but be swept along with her energy. She is incredibly knowledgeable about the topics taught and uses wonderful examples to illustrate them. I now have much more awareness of why in the past I've had conflict with others, and now have many new skills to use to help improve my relationships. I feel like I am seeing the world through an entirely new set of eyes compared with before the course and am excited to take these new skills into the world to improve my life and all who interact with me.*

”



***Judith Cox***  
*Principal Consultant*  
*Air Quality*



*Adam Barlow*  
*Industrial Designer*

“

*Sonya is a master of her craft making the workshop fun, energetic and valuable. I have learned so many things about NLP, Matrix Therapies and myself over the 7 days, and I will be using these tools in my personal and professional life from now on.*

”



# NLP 4 LEADERSHIP

The perfect introduction to NLP

# *What You Will Learn*

**Would you like to develop your Emotional Intelligence, Communication and Leadership Skills?**

**We'll look no further! We have a special training to take your leadership in 2025 to the next level.**

- Imagine building powerful connections with everyone you meet.
- Imagine using language persuasively to help others.
- Imagine reading people without them saying a word (or saying one thing when they mean another!).
- Learn to present engaging trainings that connect with the audience, no matter what their learning style.





# What You Will Learn

## Week 1 - Online 2 hours



## Foundations of Leadership

- *How we Communicate*
- *How we Process Reality*
- *Values and Goals*

## Week 2-Online 2 hours



## Communicating with Different Personality Styles

- *Understanding Modalities*
- *Coaching Conversations*

## Week 3 -Online 2 hours



## The Language of Persuasion

- *Marketing language*
- *Persuasive emails*

## Week 4 - Face to Face 4 hours



## Presenter's Training

- *Building Rapport*
- *Creating Powerful Presentations*

“

I have gained an appreciation for how everyone sees things differently, and the impact of poor rapport on our relationships.

Sonya was amazing; her energy and passion just shines through in the material of the course and is easy to consume the concepts. Would recommend people to attend.

”



*Dylan Salotti*  
*Managing Director, Divitis Finance*

“

I was very fortunate to be part of the NLP 4 leadership training. The format and frequency was really good and easy to fit in even in a busy work schedule.

I feel I have increased my awareness around communication, rapport and influence. Sonya is an awesome trainer and I can see now how she is applying these techniques.

Super interesting training, would highly recommend and I am keen to learn more on the topic in the future!

”



*Sophie Lorre*  
*Marketing Director*

“

I have gained a fresh perspective on my presentations and the importance to write my values up and put them where I can see them.

Sonya is incredibly passionate about NLP and its benefits on a personal level and also for those who we interact with on a daily basis. She has provided enormous value in this short course and I know this is just the beginning!

”



***Rebecca Raad***  
*Executive Director | #1 BNI Franchise in  
Australia*



# *This is ideal for Yourself and your Teams*



2024:  
November 23rd, 2024  
9am – 6pm

\$595

*\*All times are Sydney Times*

# Now choose one or all three of these LIFE-CHANGING COURSES\*

*\*96% of graduates say these courses gave them a personal breakthrough that changed their lives.*

- ❖ Certified Practitioner of Neuro-Linguistic Programming and Matrix Therapies®
- ❖ Certified Practitioner of Hypnotherapy
- ❖ Certified Master Practitioner of Neuro-Linguistic Programming and Matrix Therapies®



1. Dive in:

# Certified Practitioner of Neuro-Linguistic Programming and Matrix Therapies®



# What You Will Learn

## Day 1

## Introduction to NLP Concepts



- *History*
- *Communication Model*
- *Presuppositions*
- *Sensory Acuity*

## Day 2

## Change Habits Quickly



- *Rapport*
- *Communication Styles*
- *Likes to Dislikes & Swish Pattern*

## Day 3

## Anchoring – Be in Control of your State



- *Setting a Confidence Anchor*
- *Chaining anchors from Procrastination to Motivation*
- *Collapsing Unwanted Anchors*



# What You Will Learn

## Day 4

## Understand the Art of Language



- *Milton Model – the language of persuasion*
- *Meta Model – powerful questions*
- *Metaphors – displace resistance*
- *Reframing – make conversational change*

## Day 5

## Understand how we learn Strategies



- *Eye Patterns*
- *Decision & Sales Strategies*
- *Overcome Self-Sabotage with Parts Integration*

# What You Will Learn

Day 6

## Matrix Therapies for Deep Emotional Healing



- *Clearing Negative Emotions*
- *Clearing Limiting Beliefs*
- *Clearing Anxiety*

Day 7

## Matrix Therapies for Powerful Change



- *Wisdom Triangle: Resolve Conflict*
- *Goal Setting*
- *Graduation*

# Testimonials



*"Amazing training as it has helped me grow and break through self limiting beliefs with a tangible and practical action plan that I can achieve. Sonya is amazing as the knowledge and experience has been lived first. Great style and incredible communication. 10/10"*



*"This NLP & Matrix course delivered on the promise of practicing until it's really understood, as well as healing so many areas of my life. 10/10"*



*"Sonya Furlong is a genuine, amazing teacher and I would highly recommend her course over those of competitors. 10/10"*

# *Become a Certified Practitioner of NLP & Matrix Therapies®*



*2025:*

*Sydney: January 18-24 (7 days)*

*9:30am to 5:30am each day.*

*Future 2025 dates TBA*

“

*Understanding how we communicate is critical to building connections, influencing others and avoiding conflict. NLP and Matrix Therapies reveals patterns of behaviour and communication that can enable successful outcomes in all areas of life - business, personal, spiritual and health. An essential “pro” tool to complement learning how to speak.*

”



**Bob Greenup**

*Executive Director  
BNI Sydney Central*





***Sunelle Richey***

*Owner Avo Virtual Services*

“

*I started this course to enable me as a business owner – to understand, work and communicate better with my team and clients. It was so much more! I am walking away from this course a better more beautiful human – which will make me a better business owner – to my clients and to my team.*

”

“

*I've been wanting to understand NLP for a long time and now I can see how it can benefit me and how people use it to communicate with me. I have learnt so much from Sonya's training. NLP is a way of life that touches all parts of our world and to learn about it and practice it has enhanced my business and personal life on every level.*

”



**Joanne  
Baldwin**

*Lawyer KU Legal Immigration  
specialist*



*Di O'Connell*  
*Journalist*

“

*The NLP course was a game changer, and the opportunity to become an NLP coach was a great achievement. Sonya has taught me the tools to live the life I want, to be curious about myself and the world, challenged me about what's possible, helped me put the past in perspective and choose a future created by me. As well, she's shown me how to help others achieve those lofty goals. Every day I now walk around having lightbulb moments and referring to the techniques I have learned from Sonya. Change starts with you.*

”

“

*Sonya's course was one of the most thorough, well-taught, and highly engaging courses I've ever taken. It was genuinely FUN, which is not something I can say for most workshops! I enjoyed the energy she brings to the class – it's a magic alchemy of seriousness & levity that just works. I really liked how interactive the class was – I think that's what kept it so engaging throughout each moment of the 7 days. You never got bored, and you never wanted to look away because you didn't want to miss a thing! The subject matter was truly fascinating and so powerful – I got more than I expected out of this training. Not only did I gain an incredible toolbox of new tools and resources to help my coaching clients + improve my business dealings, I did deep emotional work to uncover many of my own blocks to personal, professional, & spiritual development. I am so glad I took this course and hope to study with Sonya again more in the future.*

”



***Jamie Hess (USA)***

*Influencer  
(Studied Course Online)*

# Full Value



7 Days NLP Training (including Matrix Therapies<sup>®</sup>) \$ 6,995

## *Including*

2 Manuals, including practitioner scripts	\$ 200
24 hours of NLP Practitioner audio lessons (yours to listen to over and over)	\$ 1,195

Total Value \$ 8,385



# *NLP & Matrix Therapies<sup>®</sup> Certification*



*Get 7 days training, plus resources, and 2 qualifications, valued at \$8385, for only:*

**\$ 4,400**

*(includes gst)*

# *Payment Plan*

*Get Started today with:*

**\$ 600 Deposit**

*On 6-month payment plan*



2.

# Certified Practitioner in Hypnotherapy



# *Certified Practitioner in Hypnotherapy*



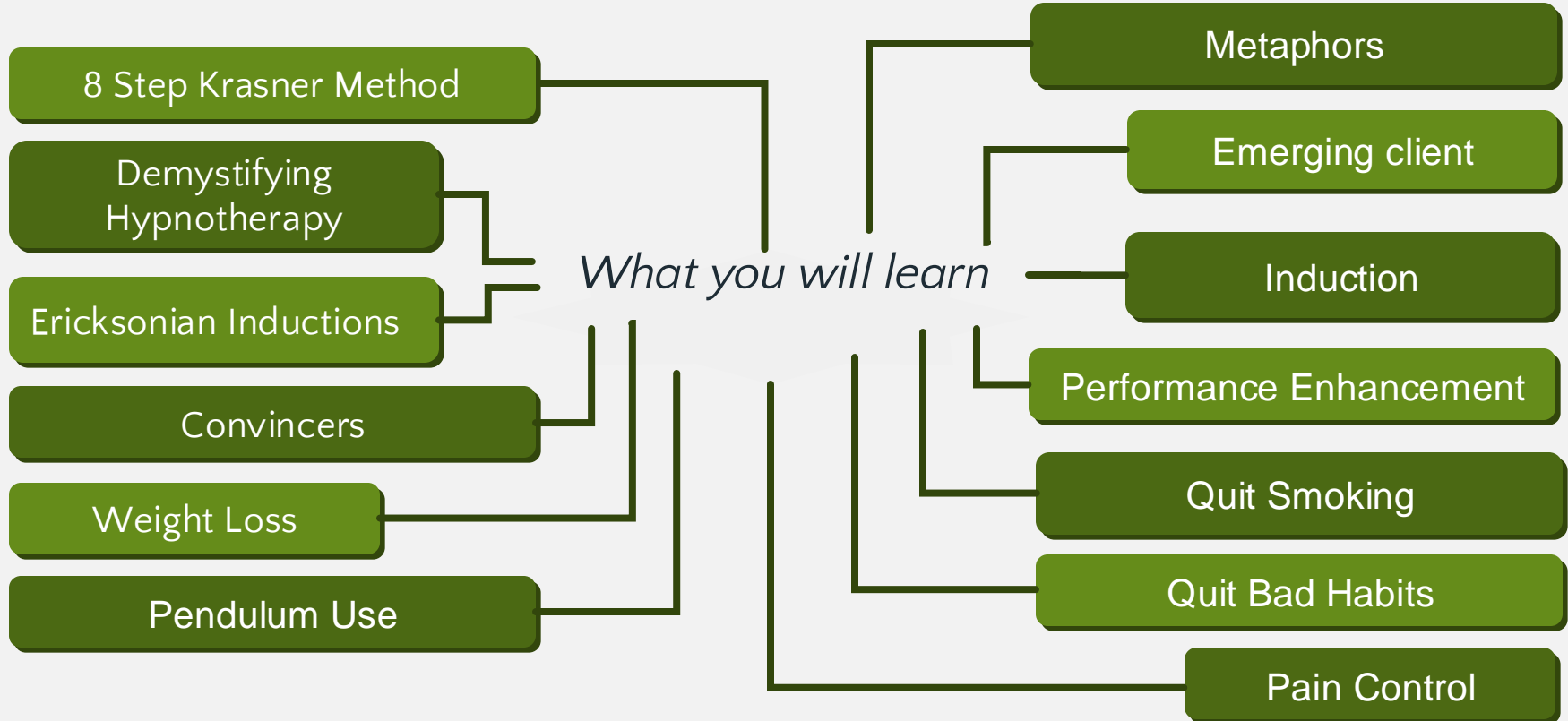
*Immerse yourself in the magical  
ocean of the*

## *Unconscious Mind*

*where true healing  
takes place.*



# 4 days of Hypnotherapy Certification





# *Become a Certified Hypnotherapist*



● *In Sydney*

*2025: July 2-5 (with Sonya)*

*Or*

*2025: December 5-7 (with Lauren)*

*9.30am to 5.30pm, Sydney time*

# Testimonials



*"Hypnosis is such a beautiful process that can help build trust easily and quickly in a very unhurried way. It's been a wonderful opportunity being able to learn this technique with Sonya and being able to integrate NLP practices seamlessly with hypnosis."*  
- Wenni Wong

*"This hypnosis training was everything I expected and more. I learnt what hypnosis is (and isn't). I learnt how to use metaphors in a hypnosis script. Sonya's training is always fun and informative, and I would highly recommend her for any coaching or training as I have had many positive experiences over the many years I have been working with her as a client and student."*  
- Leanne Xerri



*"What a great introduction to hypnosis which tied in beautifully to the NLP course. I now know how to deliver hypnosis successfully and I have a great foundation to work with. It's also uplifting to be working with like-minded people."*  
- Tracey Wyber

*"Sonya is a wonderfully patient, inspiring, knowledgeable and engaging presenter. I have gained new insights into what hypnosis is and isn't, and how to apply newly learnt skills. I highly recommend Sonya to facilitate this interesting course."*  
- Lynn Langman



# Hypnotherapy Practitioner Certification

## Full Value



4 Days Hypnotherapy Training

\$ 3,995

Manuals, including practitioner scripts  
Hypnotherapy Book

\$ 200  
\$ 70

**Total Value \$4,255**

# Hypnotherapy Practitioner Certification



*Get 4 days training, plus resources,  
valued at \$4,255, for only:*

**\$ 2,600**

*(includes gst)*

*Pay upfront to save a further 10%*

# *Payment Plan*

*Get Started today with:*

**\$ 260 Deposit\***

*On 12-month payment plan  
(shorter plans also available)*

*\*conditions apply*







# Certified Master Practitioner of NLP & Matrix Therapies®

# *Certified Master Practitioner in NLP & Matrix Therapies®*



*Practitioner training is a quarter of  
the body of work of NLP...*

*Now you're ready to become a  
**Master Practitioner***

“

*NLP has given me a new lease on life! I feel so excited and hopeful about the future, and all it has in store for me. NLP has made me realise I am more whole than I thought I was, it's helped me heal a lot, it's given me a sense of calm and I feel more centred, and a sense of renewed purpose. If you are thinking about the course but feeling unsure, just go for it, you are going to get so much out of it, and be so glad and relieved that you did it.*

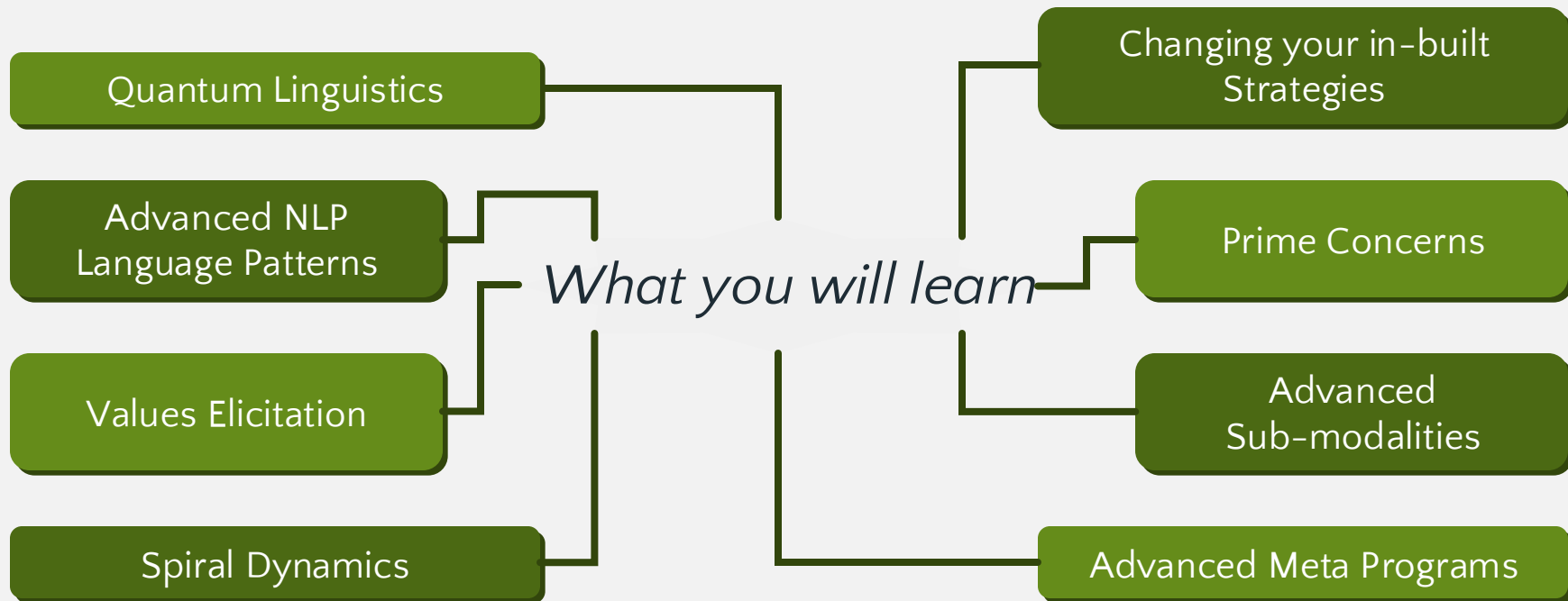
”



***Shanley King***  
*Founder, StyleWorthy*

# 9 days of NLP Master Prac Certification

## The first 6 days...



*And...*

# *Then 3 Glorious Days of Advanced Matrix Therapies®*



- *Detailed personal history*
- *Negative influence clearing*
- *Grief script*
- *Dream analysis*
- *Power & shyness scripts*
- *Goal evolution*



**Wendy Lloyd Curley**  
Director, BNI Sydney Nth East

“

*As a business owner who works closely with hundreds of people, I was looking for a way to more quickly get the results I needed to succeed. Sonya is very knowledgeable and clear. I have already used many of the techniques and scripts to help me and they have resulted in great successes. I intend to practice these more and continue to incorporate them into my business coaching and networking environments.*

”



“

*NLP has really opened my eyes and expanded what I thought was my view of the world. I feel like I know a lot more about myself and I feel lighter knowing I've cleared a lot of negative emotions. Sonya was fabulous and the training was provided in a really safe space and it really allowed me to open up and be vulnerable. I've gained so many techniques I'll carry with me into the future and know I've made lifelong friends and we'll always have this special connection. Thanks to this study I am a completely different person than I was 8 months ago - and everyone can see that.*

”



***Fatima Small***  
*Director of Pharmacy*

# *Become a Certified Master Practitioner of NLP & Matrix Therapies®*



● *9 days in Sydney*

*2025: August 1-9*

*9.30am to 5.30pm, Sydney time*

# *NLP & Matrix Therapies<sup>®</sup>*

## *Master Practitioner Certification*

### *Full Value*



6 Days NLP Master Prac Training	\$ 5,995
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3 Days Advanced Matrix Therapy Training	\$ 2,995
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Manuals, including practitioner scripts	\$ 200
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36 hours of Master Practitioner audio lessons	\$ 2,195
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Total Value:	\$ 11,385
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# *NLP & Matrix Therapies<sup>®</sup> Master Practitioner Certification*



*Get 9 days training, plus resources,  
and 2 qualifications,  
valued at \$11,385, for only:*

**\$ 5,500**

*(includes gst)*

*Pay upfront to save a further 10%*

# *Payment Plan*

*Get Started today with:*

**\$ 605 Deposit**

*On 12-month payment plan  
(shorter plans also available)*





# NLP Trainers Training Certification



*Do you...*

- Want skills that are polished and bulletproof?
- Want to always be confident in front of any audience?
- Want to influence others to achieve outstanding success?
- Want to take a quantum leap in your understanding of NLP?
- Want to step up to the next level of your Mastery and Wisdom?



# *Then NLP Trainer's Training is for you!*



Trainer's Training gives you such polish and quality of skill that no matter what and NLP Trainer's gives you the ability to train anything! You want to train; you will stand out as the best in your field. Whether you want to teach NLP Practitioner and Master Practitioner, weekend programs of your own design, corporate courses, speeches or simply command meetings effectively, Trainer's Training will give you the confidence to present with professionalism and dynamism.

And of course, running Programs is very lucrative, with only 10 people in an NLP Practitioner Training you can make more than \$30 000 for 7 days.

How much you make depends on how many people you get, there is no limit!

# *Trainers Training Benefits...*



- it makes you an outstanding coach
- It takes you to the next level of your personal growth
- It gives you true mastery of all NLP material
- You can fine tune your voice
- You can reach more people
- It brings out the best version of yourself and sets new standards of living and being



# *1 Trainer's Training makes you an outstanding coach!*



Coaching has become the new catch cry in the corporate world and is a much needed sounding board that gets results for individuals. Gone are the days when people want to be told what to do. It is through coaching that productivity combined with happiness can be gained, while the person being coached feels empowered and validated. Trainer's Training makes you an outstanding coach because of the added depth of understanding teaching gives you. Trainer's Training also gives you the confidence to shine.

We have always been able to tell coaches with Trainer's Training compared to those with just Master Prac. There is a quality that one gains from dealing with group dynamics and doing demonstrations which is obvious to those 'in the know'. And those not 'in the know' can feel it even if they cannot quite put their finger on the difference. This gives you that magical polish of the expert that commands respect while maintaining rapport.

## 2 *Going to the Next Level of Your Personal Growth*



Trainer's Training takes you to a level where your expression in presentation matches your internal growth. The profundity of change that happens when you get the quality of feedback and integration that happens in Trainer's is unique. No where else will you get to practice your skills until they become second nature and integrated so completely into who you are as a person. Trainer's is a rite of passage; a quantum evolution.

## 3 *Mastery of Material*



When you are a trainer of NLP you gain mastery over the skills. We all have favourite aspects of NLP that we use naturally and then there are areas that we hardly remember. When you do preparation for Trainers you learn how to master NLP. Revising skills and integrating all areas into your every day experience.

It also gives your trainings a polish and a structure that makes them at a truly outstanding level. At the end of the training you will be qualified to run NLP Practitioner and Master Practitioner Trainings or you can use the same skills to run any personal or professional development training



## 4 *Fine Tune Your Voice*



Pip was trained as an actor in New York and one of the main components of training was how to use your voice. Even if you already have voice projection and resonance, Pip & Lauren will show you how to vary pace, rhythm, tone, tempo and volume to get your message across in the best possible way. A monotonous voice is boring, but with proper training you can have your audience in the palm of your hand with the power of your voice. You will also learn how to protect your vocal cords when you need to use them for an 8 day, 8 hour a day training. If you can do that you can do anything..

## *5 Reach More People*



If you want to really widen your circle of influence then Trainer's Training is for you. When you train you're ability to effect more people grows exponentially. Not only do you have your own circle of influence like in coaching, you also affect each participant's ability to improve the lives of those around them. It is truly rewarding and powerful.

## 6 *Be the Best Trainer*

We want to ensure that you become the best trainer you can be. We actually care about the quality of your success and will do everything we can to make sure that you are properly prepared for your exams, trainings and demos. With small numbers and quality attention you will get more personal time than in any other course. You also practice your skills more than at any other time ensuring that you build on your knowledge and integrate it into your training style automatically.

# *What is Trainers Training?*

Trainer's Training is an 11-day training with 3 days of evaluation making a total of 14 days. Lauren's trainings are in smaller groups so that you get the outcomes you need and always have expert feedback. At the end of the training you will be qualified to run NLP Practitioner and Master Practitioner Trainings, or you can use the same skills to run any personal or professional development training.

# What Skills You Will Learn



The NLP Trainer's Training is more than just training. It's a quantum leap in your personal and professional development. As such, there's more that we provide than any other training in NLP. We give you further opportunities for success and development by including:

- New NLP Techniques for Trainers, Experienced teaching tools, acting secrets for Trainers, acting secrets for a magnificent voice, the business and marketing of trainings
- Trainer's Evaluation – Proper skills gauge evaluation so you know exactly what to Improve Webinar pre-training support and CDs of pretraining material Personal support in small group trainings



# Recognised with these organisations





*Gain easy access to insurance*



**You're Guaranteed**

Our courses are approved by IICT, giving you access to professional membership and insurance



International Institute for Complementary Therapists

The advertisement features a woman with dark curly hair and a grey tank top on the left. The text is on the right, and the IICT logo is at the bottom right.

Intuitive Heart  
Training Academy



2023  
SEAL of EXCELLENCE  
★★★★★



**APPROVED**  
TRAINING PROVIDER  
INTERNATIONAL INSTITUTE FOR  
COMPLEMENTARY THERAPISTS

The logo for Intuitive Heart Training Academy features a golden Venn diagram heart. Below it, the text "Intuitive Heart" is in purple and "Training Academy" is in a golden script. At the bottom, there are two accreditation logos: the 2023 Seal of Excellence with five stars, and the IICT Approved Training Provider logo.

## Note:



This is not a course about learning more NLP for therapy, business or coaching, it is rather a course about how to train others in these skills. You therefore move to a professional and logical level above other coaches, consultants and therapists. Nothing consolidates skill like going to the next level, if you want to be the best you can be this is the course to facilitate that development. That is why these skills can be transferred to any teaching or training situation.

In order to be able to teach Matrix Therapies™ and to be certified as a Certified Matrix Therapies™ Trainer you will need to purchase the NLP & Matrix Therapies™ Licensing Rights after the completion of Trainer Training. This is a separate enrolment form with terms and conditions through Pip McKay. These licensing rights will allow you to teach Matrix Therapies™ only as part of an NLP Practitioner or Master Practitioner Training. This includes such things as rights to reproduce manuals, slides, audios and has all you need to teach NLP & Matrix Therapies™ Training. It is an additional investment to this enrolment form of \$6,995 with payment plans available.

“

*I feel the best I have ever felt in my life! I have purpose and meaning and a deeper understanding of myself. I was depressed when I accomplished goals previously, but I discovered what I want and need is bigger than the goals I was setting. I feel so fantastic, I really do, thanks to you.*

”

“

*"It has been a magical journey of transformations, and I am abundantly grateful to have the tools I have gained".*

”

“

*"Lauren teaches in a very balanced way and caters to the group well. She is good at respecting peoples' questions but also keeping the content on track when people are asking a lot of things that aren't so relevant".*

”

# *NLP Level 3 Trainers Training Certification*



**\$ 6,995**

*(Includes GST)*

*Payment Plan:*

*\$1,050.00 AUD (then \$1,050.00 AUD for 6 months)*



The ultimate course of study:

# THE COMPLETE TRAINING PACKAGE

*Become a master of  
Yourself and others*





# *NLP, Matrix Therapies® & Hypnotherapy The Full Training*



*Practitioner of NLP & Matrix Therapies® dates:*  
*2025: January 18-24*  
*2025: New dates TBA*

*Practitioner of Hypnotherapy*  
*2025: July 2-5*  
*2025: Dec 5-7*

*Master Practitioner of NLP & Matrix Therapies®*  
*2025: August 1-9*

*Trainers Training*  
*2025: July 19-25, August 23-30*

# *NLP, Matrix Therapies<sup>®</sup> & Hypnotherapy The Full Training*



NLP & Matrix 7 days:	\$4,400
Hypnotherapy 4 days:	\$2,200
Master Prac 9 days:	\$5,500
Trainers Training 14 days:	\$6,995
<b>Total 34 days:</b>	<b>\$19,095</b>

*If you sign up for the full training upfront, it's only:*

**\$14,400**

*Save \$4,695. Inc GST. Paid in Full Upfront,*

# *Payment Plan*

*Get Started today with:*

**\$990 Deposit**

*On a 12-month payment plan  
(conditions apply)*



*Any questions?  
Want to chat?*

Sonya Furlong  
Centre for Life Therapies  
Life Coach & Therapist  
Certified Trainer of NLP,  
Matrix Therapies® & Hypnotherapy

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