

Going **LOGO**



“ Show the public your professionalism, credibility and commitment to standards ”

As Professionals, we all know that first impressions count. And this is particularly true when it comes to building trust and relationships with potential clients. It is so important to communicate the right message right from the beginning when people come looking for information about your business.

When promoting yourself a clear and simple, visual sign, which says that you are committed to ethics, good practice and standards, in one second, sends your target audience the message you want, before they have even started to read what you have got to say!

And because we recognise that this visual signifier of credibility is so important in raising your profile, and the profile of NLP, the Association of NLP (ANLP) have designed a Logo for exclusive use by all ANLP Members. This logo was created by and for our Members. In XXX of last year, we conducted a survey to find out what ANLP Members really wanted to see in their logo. We then took the feedback, designed XX potentials and put it to a Members vote. We

are now proud to say that we have a logo, which both reflects the values of our Members, and meets the needs of the general public who want quality assurance and a “seal of approval” when looking for an NLP Provider.

Using and displaying the ANLP Members Logo, visually demonstrates credibility and professionalism by showing that you belong to an independent and external NLP Association. This enables you to give potential clients peace of mind when choosing you as their NLP Professional.

If you've got it, flaunt it!

We think that you can never really tell enough people about the good work you are doing! So, you can put the Members Logo in a variety of different places and shout your message loud and proud that you are a Professional using NLP in a responsible, ethical and congruent way.

Use the new ANLP members logo on your:

- website
- business cards

- letters
- adverts
- email signatures
- leaflets and brochures
- other promotional material

Where can I get it?

Don't risk looking out of date, and make sure that you are using the most up-to-date logo. After all, the new logo has been designed specifically with you in mind!

All ANLP Members can access the logo by simply logging in their own Personal Profile on the Members Only section of the ANLP website: www.anlp.org. Simply:

- Download new logo from website by logging in to members profile at www.anlp.org
- Click on download Members Logo
- ... USE IT!
And that's it! Easy!
Sew the seeds and reap the rewards:

ANLP's mission is to raise the profile of and NLP by promoting NLP Professionals and making sure that the general public receive ethical and responsible

NLP. Use your Members Logo to show them that you can provide this. Use your Members Logo and you will:

- Increase public confidence in your services, potentially increasing your client base
- Have a competitive advantage over others who do not display the ANLP shield on their materials
- Meet the needs of your clients who want to go to an NLP Professional affiliated with an external NLP organisation.
- Visually demonstrate your credibility by belonging to an Independent and Professional Organisation
- Be part of the ANLP Community and use your Logo, which has been specially designed by and for the Members
- Assure clients that they are going to a professional who has signed up to a Code of Ethics and minimum level of practice
Show clients what they want to see! Use your Members Logo and show the public your professionalism, credibility and commitment to standards.