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EXCLUSIVE INTERVIEWS
WITH THE *Masters* OF
LEADERSHIP

📣 *Our ads generated 23 bookings for our BBC Dragons' Den event.* 📣
V. Tan, GM, Success Resources Inc.

THE BIENNIAL DIGITAL MAGAZINE FOR TRAILBLAZING LEADERS AND MANAGERS

Nicholas C. Hill's

PROFESSIONAL LEADERTM Magazine

PROFESSIONAL
(*adjective*)
relating to work that
needs special training
or education

LEADER
(*noun*)
a person in control of
a group, country, or
situation

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2022

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www.professionalleader.com

FOUNDER, AUTHOR, EDITOR

Nicholas Conor Hill FCMI FIoL FIC

ABOUT PROFESSIONAL LEADER MAGAZINE

Launched in 2018, Professional Leader Magazine is the free-of-charge biannual digital publication that helps you influence output, growth, change, and culture. Issues 1-7 share lessons in leadership from the late masters of business, government, and nonprofit. Issue 8 and beyond features Nicholas C. Hill's exclusive interviews with internationally recognised thought leaders. You also benefit from many of Nicholas C. Hill's original leadership and management principles, which we present as beautiful full-page graphics. The 100+ page publication contains 100% human-generated content and boasts a current readership of 18,924 professionals and 5822 active readers.

For two years, the world's foremost event management company, Success Resources Inc, responsible for the speaking events of Richard Branson, Alan Sugar, Duncan Bannatyne, and Anthony Robbins, endorsed and used Professional Leader Magazine to promote its international events. Professional Leader Magazine is an official sponsor of The Great British Business Show.

ABOUT NICHOLAS HILL ACADEMY LTD

Established in 1996, Nicholas Hill Academy Ltd offers results-driven leadership, management, and sales training courses using the latest technologies, strategies, and time-tested fundamentals. We channel three decades of research, experience, and resources into each of our business solutions to help you maximise your performance and achieve your ambitious goals.

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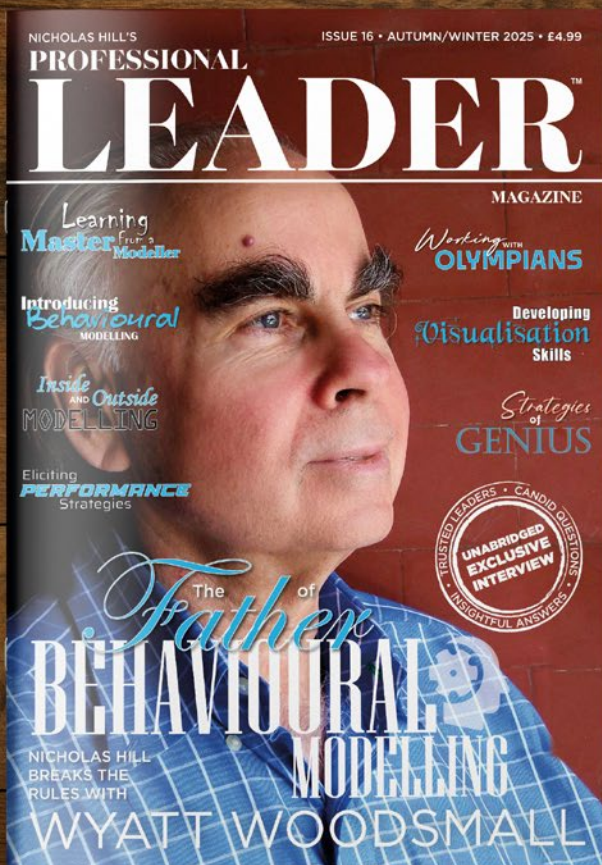
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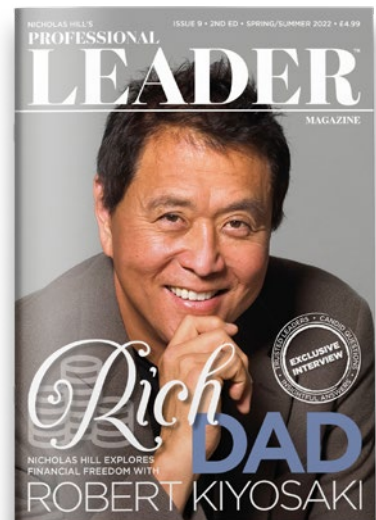
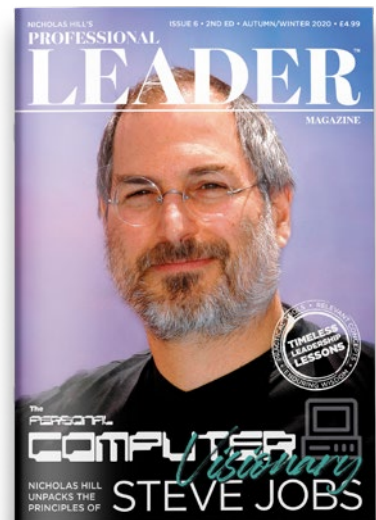
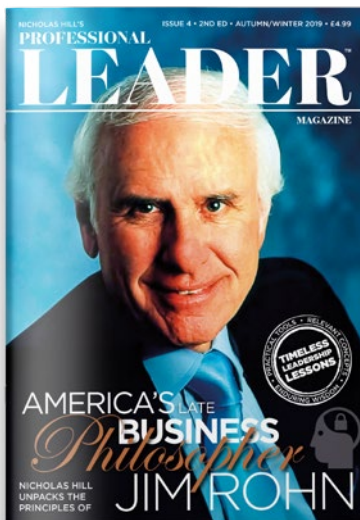
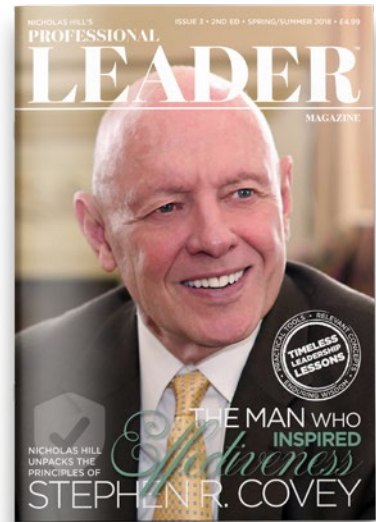
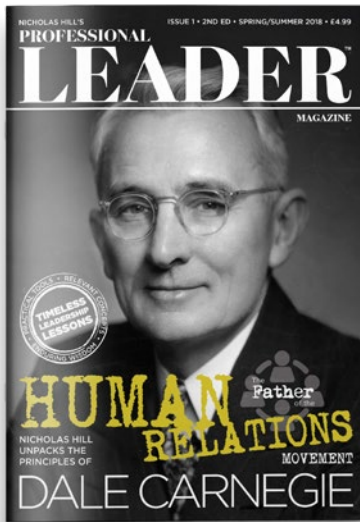
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ISSUES 10-18

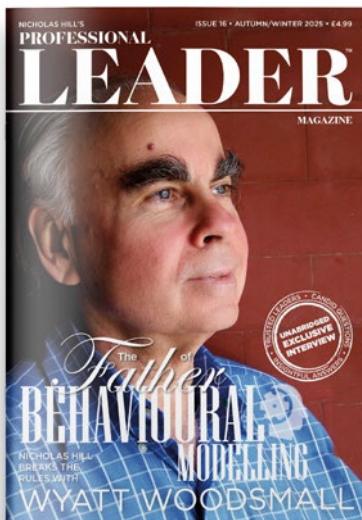
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CHESS MASTERS WILL BE ABLE TO PLAY TWENTY TO THIRTY GAMES OF CHESS BLINDFOLDED

NICHOLAS HILL: Both inside and outside modelling requires the modeller to elicit the syntax, composed of a synthesis of internal process, internal state, and external behaviour. We often refer to this process as strategy elicitation. Wyatt, please provide us with an explanation of this terminology. What is strategy elicitation?

WYATT WOODSMALL: Strategy is a sequence of representational systems designed for a specific outcome. In NLP, there has probably been more confusion around strategies, even than around the subject of modelling. In NLP, people put the cart before the horse. If you have the right strategy, you can do anything. Strategies do not work, unless you can do the representational systems that are sequenced in the strategy. The first skill you

can be incredibly valuable, but frequently, they are overhyped in NLP, and what people come up with is very simplistic. To come up with a detailed strategy that people use to do things requires a lot more sophistication than just looking at eye patterns and listening to predicates.

NICHOLAS HILL: Please share with us how professional's use strategies to achieve success.

WYATT WOODSMALL: Strategies can be incredibly powerful, and they can be very powerful in modelling, but not necessarily in all cases will you go after the strategies. In order to do the strategies, you need to be able to perform the representational systems. A great example is chess. Chess masters will be able to play

twenty to thirty games of chess blindfolded, while set up in a circle or square. A person tells them what the last move was, and then they make their move. So what do they need to be able to play blindfolded? They have to remember two things: they have to remember all the pieces on the board, when they have twenty different boards. They have to remember where the pieces are on each board and, in their minds, construct what happens if he moves different pieces. They may be thinking five or ten moves ahead. They have all these combinations to work out quickly in their heads. Then they have to move on.

He is using visual remembered and visual construct. This is a frequent challenge in NLP, because most people cannot do visual remembered or visual construct. A classic example, once again, is the spelling strategy. So you are told to look up and see the word. When most people look up, they do not see the word; they see the ceiling. Training people to be able to see the word may require a certain amount of time. Which is why, if you have a strategy, it will not work unless you can do the representational systems that are part of it. You may have to train people to do that, and it may take multiple lifetimes.

Each interview is exclusive to Professional Leader Magazine, meaning you will not find it published elsewhere. During 60-90 minutes, Nicholas C. Hill consults one of the world's masters of leadership or management.



Nicholas C. Hill asks questions challenging all interviewees and encouraging them to share secrets to leadership and management success. Many of these ideas have not previously been explored in their published work.

AUTHORITATIVE INTERVIEWS

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Across 100+ pages, two experienced world-class thought leaders engage in insightful conversation and debate, exploring relevant challenges in the world of leadership and management.



Learn new techniques, strategies, principles, and concepts to maximise your leadership potential, solve prevailing problems, and achieve workplace success.



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THERAPY FOR YOUR EYES...STIMULATION FOR YOUR MIND

- Over **80 pages** of highly praised and beautiful artwork, with a balanced distribution of images, graphics, and human-generated writing
- Interviews led by an international master coach trainer of leadership and management strategy, with **three decades' experience**
- Relevant, profoundly challenging, and solution driven interviews
- Packed with **practical strategies**, principles, and techniques
- Customised for leaders, managers, and business owners exclusively
- Created solely for leadership and management **e-learning** and development
- Purpose built digital magazine layout for easy legibility on all digital devices with **cross-platform compatibility**
- Designed for convenient online reading on reputable platforms, in web browsers, Adobe Reader, and iBooks
- Immediate magazine downloads as high-res PDFs to Smartphone, Tablet, Kindle, PC, or Mac
- **Double-page-spread flipbook** design, with option for single or multiple page viewing



NICHOLAS HILL:
Absolutely. Over the past twenty years, I have encountered thousands of leaders and managers. Certainly, in the last ten years, I have had the privilege of working mostly with people at senior or strategic level. On the subject of motivation, clients often ask me to give them specific tools so they can get their teams as excited as they are about their vision. They often hope it will be a quick fix, but without a foundational understanding in human behaviour, it is rarely possible. Therefore, I will share with them a variety of tools. Depending on their specific requirements, these tools might include motivational drivers,

human needs psychology, psychometrics, body language, and advanced communication models. Because of your expertise in modelling, Wyatt, how do some successful leaders transfer that sense of excitement to achieve a kinaesthetic response to the vision?

WYATT WOODSMALL:
Another one of the patterns that you are familiar with is meta programs—Marilyne and I call them people patterns, and we describe them in our book, called People Patterns—which discusses “toward” and “away from.” Leaders have a vision that they are moving towards, and they are trying to get people to move toward that, whereas half the world moves away from something. That means that they do not necessarily do

things because they want to get something; they do things because they want to avoid something. Frequently, leaders are excited and enthusiastic. They try to get everybody to share their enthusiasm and excitement, and then wonder why it is not working. The reason is that more than half of the people in the organisation are moving

“toward,” and do not understand the “move away from.” They are not able to use it effectively, and that is why they tell you exactly what they told you. It is that “I have got the vision, but I cannot get people inspired to follow the vision.”

NICHOLAS HILL:
To the layperson, they will understand that the

MORE THAN HALF OF THE PEOPLE IN THE ORGANISATION ARE MOVING AWAY-FROM SOMETHING. THEY ARE NOT GOING TO MOVE, UNTIL THINGS GET WORSE

away-from. They are not going to move, until things get bad enough and get worse. The leader cannot just talk about the glory of heaven or the glory of paradise. They have to talk about hell, which is where you are already at, and they have to describe it in such a way that people go “Whoa! I do not want to be here, and I am willing to do something to get out of here.” This is motivation, which involves “toward” and “away-from.” Many leaders are positive—they only see the


“towards” oriented person gets motivated by the carrot, whilst the “away from” person gets motivated by the stick. In my trainer’s training, you shared the four-mat model with us. We use this as a template for the explanation of a concept, to achieve a positive reception. In particular, exemplary trainers use it for the delivery of successful training courses. The first quadrant is what we call the “why” quadrant. Here, we explain to our


LEADERS HAVE A VISION THAT THEY ARE MOVING TOWARDS, AND THEY ARE TRYING TO GET PEOPLE TO MOVE TOWARD THAT, WHEREAS HALF THE WORLD MOVES AWAY FROM SOMETHING


audience why the topic or product etc will be of value to them. The purpose is to motivate them to listen, engage, and participate in the continual discussion of the said topic. One technique that you shared with us,


READER PROFILE

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EMPLOYMENT STATUS

92% EMPLOYED • 8% SELF-EMPLOYED

JOB TITLES

64% MANAGER • 22% DIRECTOR
11% C-LEVEL • 3% OTHER

GENDER

54% MALE • 46% FEMALE

AGE

21-30	31-40	41-50	51-60	61-70
8%	27%	43%	21%	1%

LOCATION

84% UK • 16% WORLDWIDE

WORK NEEDS

EFFICIENCY • EFFECTIVENESS
PRODUCTIVITY • PERFORMANCE
PROFITABILITY • SUCCESS

PERSONAL NEEDS

INFLUENCE • AUTHORITY
STATUS • WORK-LIFE BALANCE
RELATIONSHIPS • CAREER PATH
FINANCIAL SECURITY • SKILLS
KNOWLEDGE • REPUTATION

Statistics based on averages of targeted active readers (Nicholas Hill Academy Ltd course participants 2008-2025). See 'Distribution Channels' for more information.



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ACTIVE READERS

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TARGETED READERS

Nicholas Hill Academy Ltd delivers ILM-recognised courses in leadership, management, and sales development. Our primary distribution channel for Professional Leader Magazine is our extensive client network, which we have been developing since 1996.

We issue an unlimited distribution license to each client, allowing them to share Professional Leader Magazine with their personnel. Typically, our training service buyers are HR managers, and our course participants include directors, leaders, managers, and sales professionals.

These key contacts receive the magazine and play a crucial role in its further distribution within their organisations.

Many of our clients forward the magazine's emailed links to their colleagues, amplifying its reach significantly. This strategic approach has cultivated a high-value readership of professionals committed to workplace success and eager to engage with the leadership insights provided in each issue of Professional Leader Magazine.

5288 ACTIVE READERS

Nicholas Hill Academy Ltd has over **700 clients**, including Corporations, SMEs, Government, and Non-Profits. Our featured client list comprises **4,100,660 employees**. In today's workplace, the typical manager-to-employee ratio is 1:10, meaning we have a potential audience of **41,000 managers** who could receive direct recommendations from HR to download Professional Leader Magazine. However, we are unable to track internal client links.

Our previous publication, Managerial Magazine (2012-2017), achieved an average Click-Through Rate (CTR) of 7.56%. Our current **opted-in database of 6,874 contacts** (clients, prospects, course participants, associates, and suppliers) generates a 5% to 12% CTR (av. 9%). A second campaign in the next quarter generates a 2% to 6% CTR (av. 4%).

Google Ads: 3267 reads

Clients (1): 618 reads

Clients (2): 274 reads

Issuu: 478 reads

Joint Ventures: 326 reads

Social Media: 197 reads

Email Signatures: 128

Total Active Readers: 5288



18,924 READER-SHIP

Traditional print magazine publishers use a 6x to 10x Pass-Along-Rate (PAR) to estimate readership based on physical redistribution. However, digital readership must be calculated differently, focusing on active engagement and shared distribution. For Professional Leader Magazine, we apply a conservative PAR reflecting how often digital copies are forwarded internally within organisations. We use a multiple of **6x PAR for our opted-in client database and 3x PAR for all other campaigns**. This approach reflects a realistic audience that engages with Professional Leader Magazine beyond just the initial recipients.

Google Ads PAR 3+: 9801 reads

Clients (1) PAR 6+: 3708 reads

Clients (2) PAR 6+: 1644 reads

Issuu PAR 3+: 1434 reads

Joint Ventures PAR 3+: 978 reads

Social Media PAR 3+: 591 reads

Email Signatures PAR 6+: 768 reads

Total Readership: 18,924

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DISTRIBUTION CHANNELS

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700+ ACADEMY CLIENTS 4,100,660+ EMPLOYEES

- ABN AMRO Bank (19,000 Employees)
- Amazon.com Inc (1,540,000 Employees)
- Anglian Water (4,500 Employees)
- Ardagh Group (16,000 Employees)
- Bank of Ghana (No data)
- Britannia Movers Int. Plc (1,000 Employees)
- BUPA (84,000 Employees)
- Canonical Ltd (500 Employees)
- Celonis Inc (2,800 Employees)
- Chubb European Group SE (31,000 Employees)

- Church of England (25,000 Employees)
- CIPP (100 Employees)
- Cobham Plc (10,000 Employees)
- Cobra Group (38,000 Employees)
- Coloplast Ltd (14,000 Employees)
- Commvault Systems Inc (2,300 Employees)
- Corus Hotels Ltd (150 Employees)
- Dale Carnegie Training Inc (2,800 Employees)
- Domino Printing Sc. Plc (2,900 Employees)
- EJ Group Inc (2,000 Employees)
- The Estée Lauder Co. Inc (60,000 Employees)
- EY (Ernst & Young LLP) (312,250 Employees)
- Finsbury Food Group (3,200 Employees)
- The Hadley Group (700 Employees)



- Hamptons International Ltd (1,500 Employees)
- Hasbro Inc (5,600 Employees)
- Herbert Smith Freehills LLP (5,000 Employees)
- Hughes TV and Audio Ltd (500 Employees)
- IOM (14,000 Employees)
- Laing O'Rourke Plc (12,500 Employees)
- Legal and General Plc (10,000 Employees)
- LIBF (200 Employees)
- LISI Aerospace (9,500 Employees)
- Masco UK Window Group Ltd (1,000 Employees)
- Massy Group (12,000 Employees)
- Medivet Group Ltd (3,000 Employees)
- National Highways (4,500 Employees)
- NFU (900 Employees)
- NHS (1,300,000 Employees)
- Ocado Group plc (19,000 Employees)
- OISC (60 Employees)
- Oxford University Press (6,000 Employees)
- P&O Ferries Ltd (4,000 Employees)

- Playson Ltd (150 Employees)
- Premium Credit Ltd (500 Employees)
- PwC (295,000 Employees)
- Reed Recruitment Plc (3,000 Employees)
- Rep. Cyprus Min. Health (5000 Employees)
- SAP Concur (8,000 Employees)
- Springer Nature Ltd (10,000 Employees)
- Spyrosoft Ltd (1,000 Employees)
- Stantec Inc (22,000 Employees)
- State of Qatar Foreign Affairs (500 Employees)
- Success Resources Inc (100 Employees)
- Suez Recycling (5,000 Employees)
- Sysco Corporation (57,000 Employees)
- TE Connectivity Plc (89,000 Employees)
- Trade Mark East Africa (200 Employees)
- University of Glasgow (8,000 Employees)
- University West of England (3,500 Employees)
- Voyage Care Ltd (11,000 Employees)
- Young Presidents' Organisation (250 Employees)

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ONLINE PUBLISHING LEADER

Attracting an enviable 27M site visits PM and 20K new publications PM, Issuu.com is the media company trusted by NASA, National Geographic, Etsy, Sotheby's, and Hyatt.

Issuu.com enhances the visibility of Professional Leader Magazine with a global audience, SEO, and social media sharing. Its interactive flipbook format, and embedded links provide a **professional digital reading experience**. Plus, it offers cost-effective publishing, reader analytics.

Each new issue of Professional Leader Magazine becomes **instantly available** to active readers around the world who use Issuu.com to discover magazines and newspapers.

Global Audience: Issues are exposed to 324M visitors PA continually attracting new readers.

SEO Benefits: Issues are indexed by search engines, making our content discoverable.

Social Media Sharing: Readers share issues on LinkedIn, Facebook, and other platforms.

Reader Insights: We track views, time spent reading each page, and user engagement.

Lead Generation: We capture email addresses from interested readers.

PUBLISHING FEATURES

Fullscreen sharing turns Professional Leader Magazine into its own flippable web page. This feature is Issuu's ultimate distraction-free experience, which immerses readers in our content. We link each issue in our marketing campaigns, which it is a highly effective

way to engage our readers, and track conversions.

Issuu takes advantage of advanced features to fully engage our readers and hold their attention for longer. Readers can choose to start on page one, or open the fullscreen flipbook to a specific page. We also showcase content in a single or multi-page format, hide Issuu branding, and enable **sharing options for maximum exposure**.

Flipbook Format: Readers enjoy a sleek, interactive experience simulating a real magazine.

Embedded Links: We add hyperlinks to your magazine adverts and our interview chapters.

Branding Options: We maintain professional branding with a polished digital presence.

Mobile-Friendly: Readers can access and read our issues from any device.

Offline Reading: Readers can download our publication for later viewing.



MARKETING FEATURES

We promote Professional Leader Magazine to our target audience on Issuu.com during the first six months of its life.

This target audience includes **UK leaders, managers, and business owners**. Issuu provides us with a powerful way to promote each issue, plus easy marketing of our content through their channels.

Issuu also allows us to promote our content anywhere, create 'visual stories' to **drive traffic from social media**, and invite readers to preview any part of our content before reading or downloading. Plus, Professional Leader Magazine can be found via the Issuu content marketplace, and provides SEO features to improve discoverability.

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GOOGLE'S DISPLAY NETWORK

Google's Search Network is still one of the most effective strategies for driving website traffic. However, we do not use Search Ads because users only see adverts when they type keywords into Google. Unlike Forbes or Time, buyers seldom search for Professional Leader Magazine on Google. To address this challenge, we use Google's Display Network, which helps us to:

- **Generate More Clicks**
- **Influence More Reads**
- **Persuade More Downloads**
- **Increase Magazine Traffic**
- **Build Brand Awareness**

FASTER THAN SEO

SEO involves researching keywords before meticulously placing them on website pages. This procedure can take years to perfect. Also, when Google updates its algorithms, we must evolve, too. Creating advertising for the Google

Display Network, on the other hand, is a new ballgame.

People see our adverts whether they are on an organic or non-organic website.

MULTIPLE ADVANTAGES

One of the advantages of the Google Display Network is its broad reach, allowing us to post our adverts on relevant websites across the UK. **Our display advertising reaches readers on 11.1 million UK websites and applications.** This scope dramatically increases our exposure and reach.

CATCH BUYERS EARLY

Sure, you can reach consumers when they are actively looking for your product or service through the Search Network, but **we catch them earlier in the purchase**

process through the Display Network. A crucial part of our advertising plan is getting our ads seen by prospective readers before they even know they need what we offer. We use analytics to communicate with readers who have clicked on our ads by reminding them to continue reading or downloading the magazine.

AUDIENCE TARGETING

While the Search Network responds to target audiences actively seeking products or services, **the Display Network works proactively.** We target our audience based on their previous internet interests and demographics.

We set up several ad groups with different customisations and monitor performance.

We then plug what performs best.



UNLIMITED IMPRESSIONS

One of the advantages of the Google Display Network is that, unlike most CPM (Cost Per Mile: 1000) advertising platforms, it does not force us to pay for impressions.

We only pay Google when someone clicks through to our magazine issues. Our ad impressions are free and promote our brand. This model means **anyone who clicks on our ads is interested.**


RESPONSIVE ADVERTS


Ads in the Display Network are screen friendly. **Responsive display advertising increases ad performance** since Google automatically modifies our ad size, design, and format to fit any available ad space. Ads across websites, applications, YouTube, and Gmail will automatically use the best possible combinations and size of the assets we supply (images, headlines, logos, videos, and descriptions).

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GOOGLE ADS CAMPAIGN EXAMPLE

While we already have an opted-in readership afforded us through Nicholas Hill Academy Ltd, we use Google's Display Network to enhance our reader statistics. The below examples show display adverts from one of our campaigns. We ensure the imagery is eye-catching and contains limited copy because the magazine cover has sufficient text. We then use the description fields for the wording.

OPTIMISING OUR CAMPAIGNS

We select appropriate audiences to promote Professional Leader Magazine, which increases our subscribers too. These audiences include a variety of sectors which Google recommends to us, including UK managers, business professionals, small business owners, business education, recruitment, B2B solutions etc.

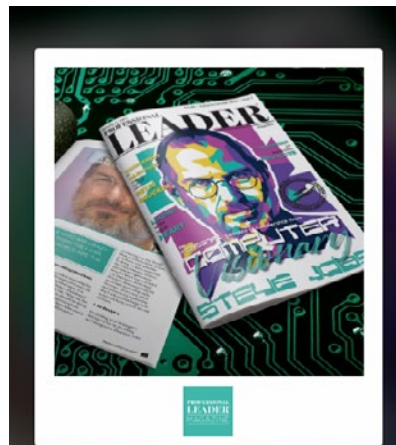


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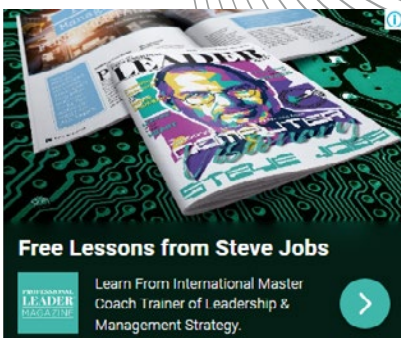
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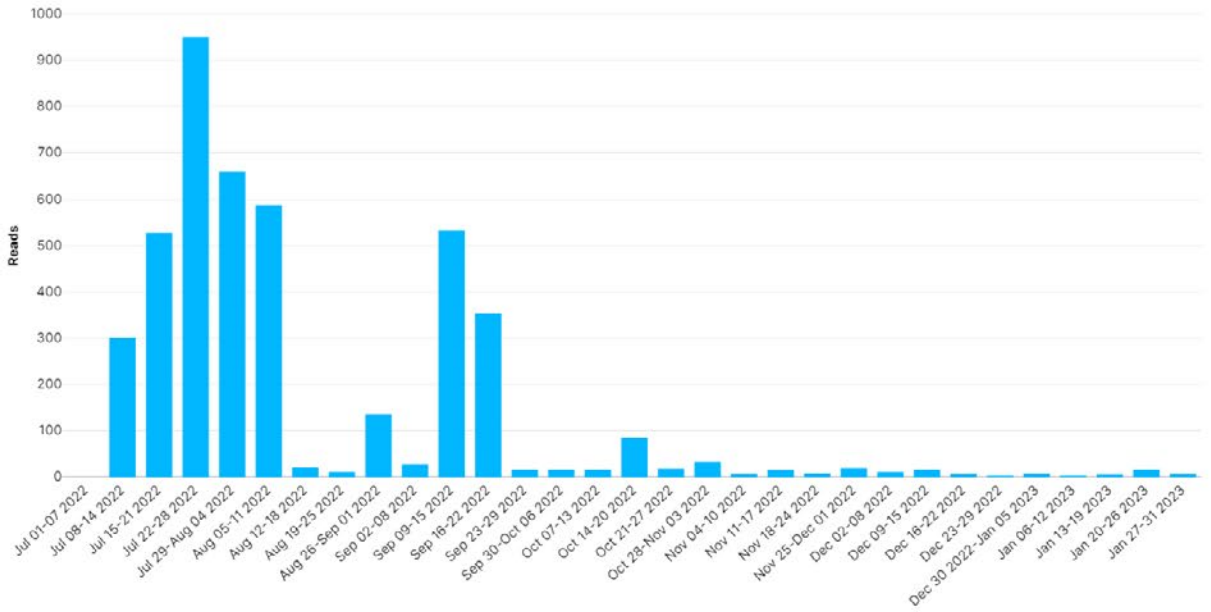
Professional Leader Magazine
Issue 6: The Steve Jobs Issue

STATISTICS

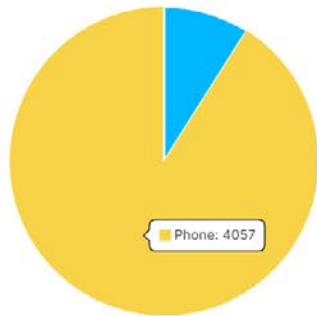
Total Reads/
Downloads **4410**

Does not include forwarding, copying, sampling, printing

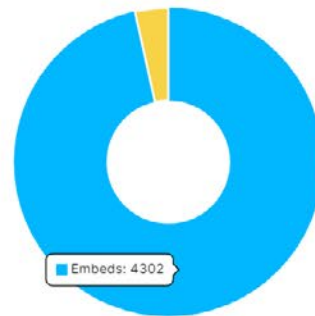
Reader Activity



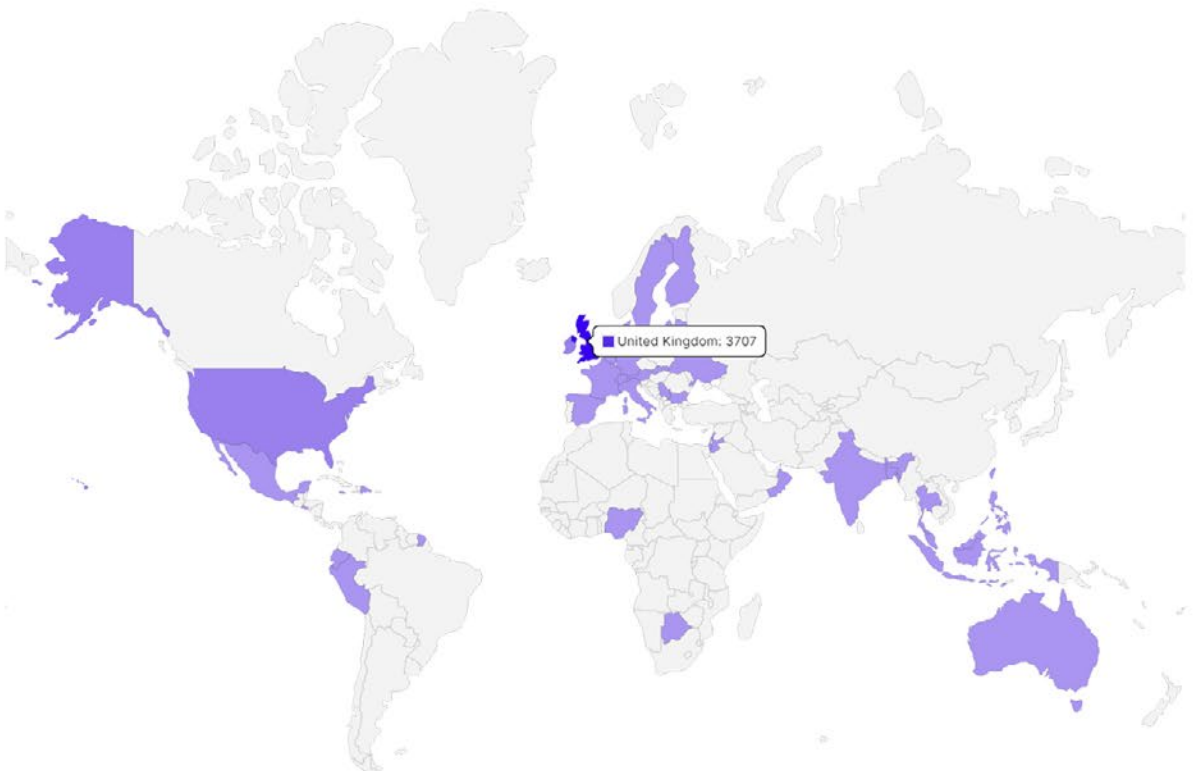
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Reader Sources



Reader Locations



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INCREASING WEB TRAFFIC

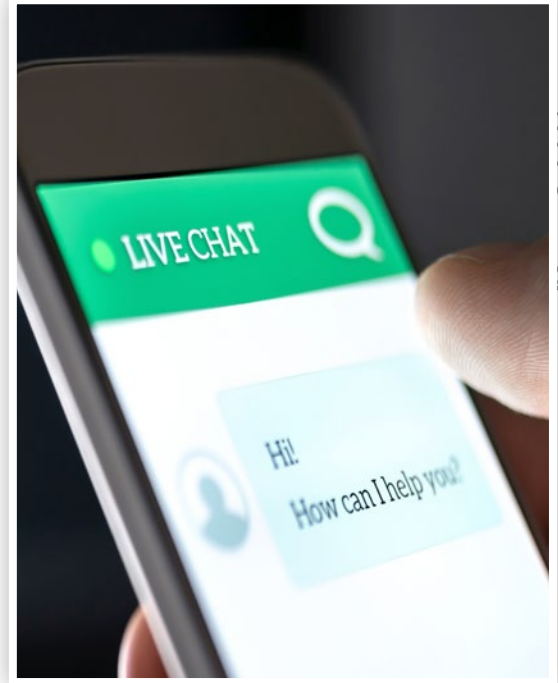
With every 24-month advertising contract covering four consecutive issues, we guarantee a minimum number of click throughs to your website. Your advert appears permanently within each published magazine issue and is promoted across all associated landing pages during the life of each issue. If the agreed minimum is not reached by the end of the 24-month term, we fund and run a dedicated Google Display Network campaign to deliver the remaining clicks at no extra cost.

MEASURABLE ROI

Unlike traditional advertising, which is often only a brand awareness exercise, our unique hybrid model gives a measurable return on investment. You gain placement in the magazine, read by thousands of UK leaders, managers, and business owners, and receive text ad placements across the associated website landing pages for the published issue. This effective method gives you brand exposure and website traffic through a single, cohesive strategy.

MONITORED LANDING PAGES

All marketing campaigns direct traffic to the landing pages for each issue on the Nicholas Hill Academy website. User interactions are monitored using Google Analytics to track clicks. We use Google Analytics for event tracking, conversion events, UTM source structure, traffic acquisition reporting, engagement rate, scroll depth, audience segments, reader cohorts, device category, platform reporting, assisted conversions, and reporting.



Advertisement Size Per Magazine Issue	Guaranteed Click-Throughs Per Two-Year Campaign
Qtr Page	250
Half Page	500
Full Page	1,000
Two Page	1,500
Four Page	2,000

BOOK YOUR ADVERTISING CAMPAIGN TODAY!

GUARANTEED CLICK-THROUGHS

BOOK YOUR CAMPAIGN TODAY! 📌

Professional Leader Magazine 📖

+44 (0) 345 678 9900 📞

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www.nicholashill.com 🌐

DEDICATED CAMPAIGNS

We have set up dedicated marketing campaigns, backed by rigorous testing, to ensure we hit our targets. These campaigns include Google Display Network, client email, follow-up emails, targeted emails, Issuu Newsstand, joint ventures, social media, and email signatures. This approach enables us to manage the reader journey for each published issue and deliver strong performance to your advert.

GRAPHIC ADS & TEXT ADS

Each new issue features your advert within the publication and again on the associated website landing pages. Graphic ad placements are a permanent feature of the published magazine issue. Text ad placements run for the issue publication term, or until the minimum click-throughs are achieved. When users scroll through our landing pages to read the content, we maximise your brand exposure.

MULTIPLE AD PLACEMENTS

Not only do you receive a graphic ad placement in the magazine, but you also receive text ad placements on all landing pages for the respective issue, which include the flipbook landing page, interview transcript page, single-page layouts page, double-page spreads page, press and promo images pages, and inside targeted email campaigns. These landing pages enable readers to preview and share specific content without sharing their contact details.

OPTIMISING PERFORMANCE

The guaranteed click-throughs represent the minimum number of clicks across your two-year campaign of four published issues. Our internal goal is to deliver at least 25% of those clicks per issue, with biannual recalibrations to optimise performance and maximise results. Click-through patterns fluctuate, so some published issues generate more traffic than others.

BRIDGING THE GAP

If the total number of clicks falls short by the end of the 24-month contract term, we will bridge the gap with a dedicated Google Ads Display Network campaign for your advert, using the same techniques to promote Professional Leader Magazine. Your dedicated campaign will be managed by our marketing team and funded at our expense until we fulfil our promise to you.



BOOK YOUR ADVERTISING CAMPAIGN TODAY!

ADVERT OPTIMISATION

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THE AIDA PRINCIPLE

The AIDA principle is an acronym for Attention, Interest, Desire, and Action. All effective advertising will incorporate, to some degree, this critical principle. AIDA started as a practical framework in the early 1800s and later evolved into a widely used model that incorporates the 'hierarchy of effects,' which outlines the progression of attention, understanding, motivation, and response. Professional Leader Magazine advertisers who apply the AIDA principle generate more enquiries than those who do not.



ATTENTION

You need to break our readers' preoccupations and capture their attention when they read Professional Leader Magazine. Use a snappy advert title of no more than three to seven words. The title needs to connect immediately with our readers' problems. Often, a provocative question or statement will help you do this, such as 'Need Your Marketing to Shift Gear?' or 'Weary By The Daily Grind?' This approach encourages our readers to reflect on your proposal before turning the page to read the next article.

INTEREST

In bullet points only, tell readers what the USPs (Unique Selling Points) are for your product or service. Again, keep this short and concise. Moreover, your advert needs to offer a solution to our readers' problems. Remember that the reader did not open Professional Leader Magazine to look for your advert. They are primarily interested in reading our unabridged exclusive interviews with celebrity leaders. Therefore, your advert needs to be of significant interest for them to surrender their valuable reading time.

DESIRE

Now, whet the appetite of the Professional Leader Magazine readers. Think about it. At this point, they are still deliberating whether to turn the page in our flipbook and read the next chapter in our unabridged exclusive interview, which is thought-provoking and emotionally charged, so you must have a compelling reason to stop them in their tracks. You need to engage our readers emotionally and increase their desire for your product or service. Therefore, you must encourage them to contact you when they need your product or service again.

ACTION

The first action we need our readers to take is to click the link in your ad, which appears in the respective Professional Leader Magazine issue and as text ads across multiple related pages. That first click transforms our browsing readers into your prospective customers. You have achieved this result by initially grabbing their attention, generating interest, and arousing desire. Therefore, the click should not be an accident. Rather, it is a thoughtful decision to learn more about what you offer and possibly generate an enquiry.

OUR FORMER ADVERTISERS*

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MECHANICAL DATA

BOOK YOUR CAMPAIGN TODAY! 📞

Professional Leader Magazine 📖

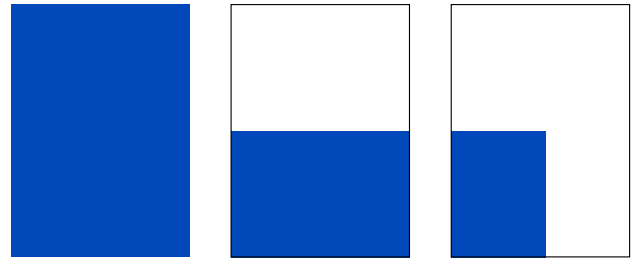
+44 (0) 345 678 9900 📞

hello@nicholashillacademy.com 📧

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FULL PAGE ADVERTISEMENT

- Advert Size: 297 mm x 210 mm, A4 Portrait
- Title Copy: 5 to 10 words
- Body Copy: 40 to 80 words
- CTA Copy: 5 to 10 words
- Contact Copy: phone number, email address, web address
- Dedicated URL: Unique landing page for ad backlink



HALF PAGE ADVERTISEMENT

- Advert Size: 148 mm x 210 mm, A5 Landscape
- Title Copy: 3 to 7 words
- Body Copy: 20 to 40 words
- CTA Copy: 3 to 7 words
- Contact Copy: phone number, email address, web address
- Dedicated URL: Unique landing page for ad backlink

OUR FORMER ADVERTISERS

SUCCESS RESOURCES
YOUR LEADING PARTNER

BOOK NOW
Register online NOW bit.ly/ssguest Select Nicholas Hill's Guest-Silver Ticket
Use code HILL01 to claim your FREE ticket
Alternatively call Renata Hercog NOW on +44 (0)20 3141 7779

FREE TICKETS STRICTLY LIMITED TO THE FIRST 25 CALLERS. CALL US NOW!

QUARTER PAGE ADVERTISEMENT

- Advert Size: 148 mm x 105 mm, A6 Portrait
- Title Copy: 2 to 5 words
- Body Copy: 10 to 20 words
- CTA Copy: 2 to 5 words
- Contact Copy: phone number, email address, web address
- Dedicated URL: Unique landing page for ad backlink

THE PURSUIT OF HAPPINESS
LIVE! 12 YEARS OF BRINGING YOU THE WORLD'S BEST
SUCCESS 2014
THE PURSUIT OF HAPPINESS & "HAPPYNESS"
Keys to Success in Every Area of Your Life
FIRST 50 SILVER TICKETS FREE
Book your tickets now
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or call 0203 141 7776

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750 exhibitors
350 speakers
FREE
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Call us and speak to someone that understands YOU!
CALL NOW ON +44 (0)1277 655444
NATURE'S TABLE, BILLERICAY, ESSEX, UK

SUPPLYING CONTENT TO DESIGNER

- Supply ad title, subtitle, body, CTA, and contact
- Provide high-quality originals not screenshots etc
- Images and logos must be in RGB and at least 300dpi
- State which elements you want emphasised
- Provide licensed fonts, house styling, and corporate colours
- Spell check contact details, email address, and URLs

ROBERT KIYOSAKI
Rich Dad
LIVE
BOOK NOW

SUBMITTING FINISHED ARTWORK

- Supply artwork as the exact size of the printable area
- Disable bleed and remove printer's marks
- Supply a print ready jpeg file in RGB at 300dpi
- We cannot accept artwork supplied in MS Publisher
- Send artwork to hello@nicholashillacademy.com
- No responsibility can be accepted for poor reproduction due to artwork errors

handmade skincare
100% NATURAL 100% ORGANIC
ZERO SYNTHETICS
• Soaps
• Moisturisers
• candles
VISIT SIMPLYSOAPS.COM TODAY
Mention this advert to get your FREE samples

GOD'S TIMELESS VALUES FOR LIFE TODAY
NEW
just 10
The new book from J JOHN
god has the right name...
Your Grays
NOW AT PHOENIXTRUST.COM OR ON AMAZON KINDLE

Nicholas Hill provides unique, practical and essential tools for today's leaders and managers.

RICHARD DENNY
Multimillion Bestselling Author of
'Selling to Win' and 'Communicate to Win'

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RATE CARD

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Professional Leader Magazine 📖

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“Nicholas Hill gives you a toolbox, which helps you to get ahead and stay ahead.”

Success Resources

Official Promoter for **ALAN SUGAR,**
RICHARD BRANSON, TONY ROBBINS



No of Adverts*	Discount % †	Classified	Requires Professional Print-Ready Artwork				
			Qtr Page	Half Page	Full Page	Two Page	Four Page
1	0	299	499	799	1199	1799	2699
2	10	269	449	719	1079	1619	2429
3	15	254	424	679	1019	1529	2294
4	20	239	399	639	959	1439	2159
5	25	224	374	599	899	1349	2024
6	30	209	349	559	839	1259	1889

All prices per advert in **pounds sterling and subject to VAT at the prevailing rate**

*Maximum of one advert per issue †percentage discount is approximate



BOOK YOUR ADVERTISING CAMPAIGN TODAY!

EDITOR PROFILE



NICHOLAS C. HILL

FCMI FIoL FIC

**Certified Master Coach Trainer
of Leadership, Management, and Sales**

📍 The Mount, 72 Paris St, Exeter,
Devon, EX1 2JY, England, UK

✈️ International Delivery

☎️ +44 (0) 345 678 9900

✉️ hello@nicholashillacademy.com

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OVERVIEW

A certified master coach trainer with 30 years of experience in end-to-end original design and delivery of results-driven instructor-led courses. Subjects include leadership, management, sales, and customer service. Training is classroom-based, via live video conferencing or blended learning. Worked with over 700 corporations and SMEs in over 300 industries as well as government and non-profit sectors. Skyrocketed team performance by 234%, efficiency by 136%, productivity by 104%, net profit by 44%. Achieved a 4.8-star rating on Find Courses from 2638 online reviews.

TECHNICAL SKILLS

- Leadership and Management Training
- Sales and Customer Service Training
- Executive Coaching and Mentoring
- Occupational Therapy & Mental Health
- Boardroom & Conference Facilitation
- Training Course R&D
- Training Course Workbook Authoring
- Training Course Design and Tailoring

QUALIFICATIONS

- Licensed ILM Training Provider
- Certified Leadership Communications Trainer
- Certified Psychometrics Trainer
- Certified NLP Trainer
- Former Dale Carnegie Trainer
- Certified Master Executive Coach
- Fellow Chartered Management Institute
- Fellow Institute of Leadership
- Fellow Institute of Consulting
- Diploma Higher Education in Philosophy



SPECIALITY

Body Language , Burnout Recovery, Change Management, Cognitive Psychology, Communicative Grammar , Conflict Management, Consultative Selling, Crisis Management, Customer Service, Delegation, Design Thinking, Difficult People Management, Emotional Intelligence, Equality and Diversity Management, Finance for Non-Financial Managers, Human Resources for Non-HR Managers, Innovation and Creativity, Leadership Coaching, Leadership Confidence, Leadership Psychometrics, Leadership Styles, Negotiation, Neurodiversity Management, Neuro-Linguistic Programming, Operations Management, Organisational Planning, Organisational Stress Management, Performance Management, Persuasive Communication, Presentations, Product Management, Project Management, Sales and Customer Service, Sales Coaching, Sales Communication, Sales Negotiation, Sales Presentations, Self-Leadership, Stress Management, Supply Chain Management, Team Leadership, Team Management, Technical Writing, Time Management, Train The Trainer.

CLIENTS



KEY RESPONSIBILITIES

- 99%** **Client Satisfaction**
Design & deliver 1-2-1 courses.
- 96%** **Client Satisfaction**
Design & deliver open courses.
- 93%** **Client Satisfaction**
Design & deliver in-house courses.
- 91%** **Client Satisfaction**
Design & deliver in-house workshops.
- 160+** **Unique Courses**
Original ILM-Recognised courses.

KEY ACHIEVEMENTS

- 4.8★** **2800+ Reviews Find Courses**
Training delivery and results achieved.
- 🏆** **Top 10 Suppliers Find Courses**
Find Courses excellence awards 2021-24
- 700+** **Satisfied Clients**
Corp, SMEs, gov, non-profits, since 1996
- 234%** **Business Improvements**
Performance +234%. Efficiency +136%.
- 2173** **Cumulative CPD Hours**
Playson Ltd. 42 Managers. 4 yrs. 5 Stars.






Nicholas C. Hill's

PROFESSIONAL LEADER™

Magazine

ADVERTISE IN
2 Essential
ISSUES
PER YEAR
FREE!

Nicholas Hill Academy Ltd
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England, UK

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**CONTACT
US
TODAY!**