

# Women's Coaching Academy

## Becoming a Life Coach

A Guide to Understanding the Coaching Profession

## Table of Contents

### General Coaching Questions

- What is coaching? **Page 4**
- How are coaching sessions conducted? **Page 4**
- Does coaching really help people make life changes? **Page 4**

### Coaching Income and Expense Related Questions

- Can I really make a living as coach? How much does that average full time coach earn? **Page 5**
- As a coach, what can I expect my expenses to be? **Page 5**
- Can I really work out of my own house? **Page 5**
- What are some other business expenses? **Page 6**

### Certification Related Questions

- How do I become a certified coach? **Page 8**
- Is it necessary to become certified to coach others? **Page 8**
- What type of areas can a coach be certified in? **Page 8**
- Where would my certifications be valid? **Page 8**
- How do you choose an area to become certified in? **Page 9**

### **Training Related Questions**

- How do I know if I need training? **Page 9**
- What to keep in mind when choosing a training program? **Page 10**

### **Regulating Coaching Related Questions**

- Who regulates coaching? What is the ICF? **Page 10**

### **Additional Questions**

- Am I a good candidate to become a coach? **Page 10**
- What is the process to becoming a coach? **Page 11**
- Why should I choose your organization to train with? **Page 12**
- How long will my studies take to complete? **Page 12**
- What will I learn through my studies? **Page 13**
- How do I make the career change to be a coach? **Page 14**

## General Coaching Related Questions

### What is coaching?

Coaching is the process of helping someone get from where they are to where they want to be. As a coach you need to know how to raise self worth, identify both correct & incorrect damaging beliefs, how to help people find and live their passion and how to motivate people when they need it most. These are just a few of the life changing skills that need to be mastered.

### How are coaching sessions conducted?

Although some coaches conduct coaching sessions in person, the vast majority of coaching sessions are conducted by phone. This is mostly due to convenience for the client. Most coaching clients have busy schedules and dropping everything to drive and hold a session is not very convenient for them.

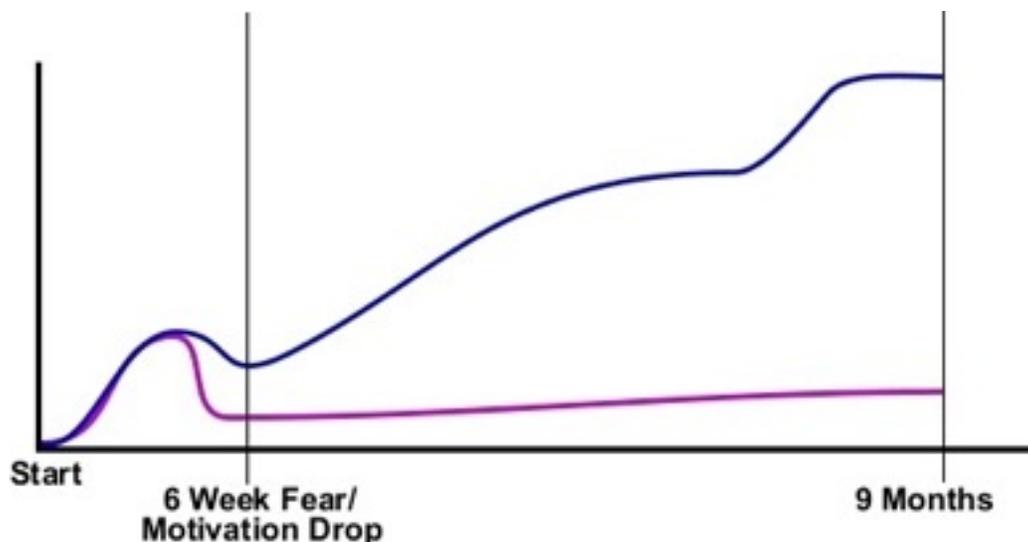
This also allows you, as the coach, great freedom to travel and still have a thriving business. It also gives you a greater pool as to where your clients come from. The vast majority of clients are from the US, Canada, UK, followed by Australia.

### Does coaching really help people make life changes?

## The Life Change Process: With Coaching Vs. Without Coaching

When someone wants to change their life there are two possible outcomes: Their life becomes changed in the ways they desired or it doesn't.

With a coach (as shown in the graph below) the odds of change occurring are increased by over 86%.



### The Life Change Process

- With a coach
- Without a coach

At the **6 week mark** people often experience a drop in motivation when their old fears and doubts resurface. With a trained coach a person is 80% more likely to continue pursuing their goals.

At the **9 month mark** people with a coach have exceeded their own expectations whereas people without a coach have generally reverted to life as it usually is.

The biggest difference between working with a coach verse without is that coaches are trained in how the human mind operates and are thus able to show the client how to stop unproductive and dysfunctional habits that sabotage the life change process. People without coaches tend to think that will power alone is enough to get through them or stop them and 90% of the time this is not true.

## Coaching Income and Expense Related Questions

**Can I really make a living as coach? How much does the average full time coach earn?**

You can make a wonderful living as a coach!

The ICF conducted a survey a little over a year ago and found that over 90% of full time coaches earned over \$80,000.00 USD annually.

### **As a coach, what can I expect my expenses to be?**

- A direct/ dedicated phone line for potential and current clients to reach you
- Long distance service to conduct client calls on (over 90% of coaching is done by phone), you can use Skype.
- Internet (for your website and to email clients)
- Your website as it is your online brochure
- Any marketing outside of no cost marketing (we teach you all the ways you can advertise for little to no cost as well as how to use paid advertising)

### **Can I really work out of my own house?**

Not only that, you can deduct part of your mortgage and utilities as a business expense!

### **What are some other business deductions?**

Below are 19 common deductions for someone working from home (as over 90% of coaches do).

Through your training you gain access to Excel bookkeeping materials we provide for you (given out during classes) to assist you in keeping track of your monthly expenses.

- Coach and business training (educational) programs.
- A portion of air conditioning, electricity, heat, water.
- A portion of your house insurance.
- A portion of your rent or mortgage can be deductible if you have a space that is dedicated to the use of your home office.
- Bank account, check cashing and replacement fees.
- Books (related to coaching, life change, success marketing and business).
- Cleaning supplies.
- Computer parts/ supplies.

- Employees.
- Interest on any business related borrowing you did, though for a home coaching business it is rarely necessary to borrow to start your business.
- Internet.
- Mail related items.
- Maintenance/ repairs/ waste and snow removal.
- Office furniture.
- Office supplies.
- Phone.
- Printer parts/ supplies.
- Security system.
- Software.

## Coaching Certification Questions

### **How do I become a certified coach?**

You successfully complete a program which offers certification upon its completion.

### **Is it necessary to become certified to coach others?**

Not at all. You do not have to be certified to coach others. However, a huge benefit to becoming certified is that you are able to tell potential clients that you have completed training and are a professional certified coach.

### **What some areas can a coach become certified in?**

There are two types of areas a coach can be certified in: business coaching or personal coaching.

Within each of these areas there are many life coach designations. Upon completion of The Train to Be a Life Coach Program at the Women's Coaching Academy you would be a Certified Professional Life Coach along with two additional designations of your choosing.

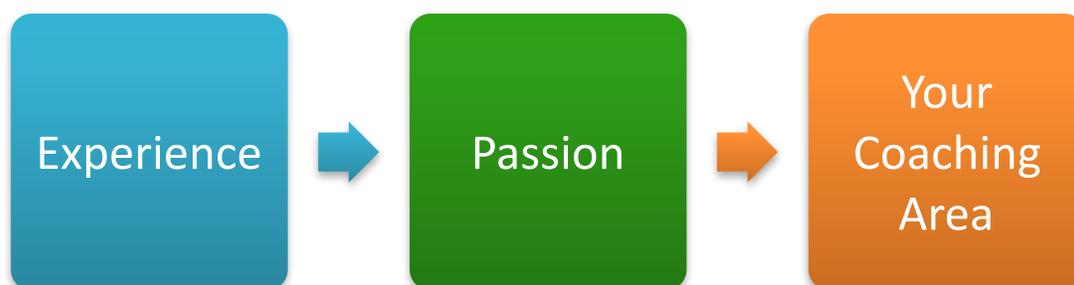
## Where would my certifications be valid?

Your certifications will be valid in the following countries and territories:

- United States (all 51 states)
- Canada
- Mexico
- Australia
- France
- Germany
- Malaysia
- Romania
- Russia
- United Kingdom (UK)

## How do you choose an area to become certified in?

Through your coach training you will learn some other tips for choosing your area, but essentially the process for choosing your coaching “niche” (area) is to look at your experience and training plus what you love and feel passion for. When you have an area that matches those criteria you should consider becoming certified in it.



## Training Related Questions

### How do I know if I need training?

You know you need training if:

1. You are results driven and you would like to learn how to get all of your clients to their goals, no matter how lofty they may seem.
2. You would like to be professionally certified and be able to tell your clients you are.
3. You would like to learn all about how the mind works and how to motivate even the most discouraged people.
4. You love being an entrepreneur and would like to learn all the options for business in the coaching profession.
5. You have a specific niche you would like to become certified in such as a weight loss coach or divorce recovery coach.
6. You want to know all the steps involved so that you have your own business up and running in the next few months.
7. You want to help people, and yourself, but you do not know where to begin.

## When choosing a coach training program what should I keep in mind?

- **How accessible someone will be in case you have a question about coaching or your studies.** Send a test email before you register- how long does someone take to respond? When you register you are assigned a personal mentor coach who is accessible via phone or email almost 7 days a week.
- **What your certificate says when you graduate.** Will it apply to your future clients? For example, a professional life coach designation is fantastic, but if you are looking to become a weight loss coach you may also want that certification as well. It will go along way when potential clients interested in weight loss are looking for a coach.

## Regulating Coaching Related Questions

### Who regulates coaching?

The coaching industry is not regulated.

## Additional Questions

### Am I a good candidate to become a coach?

You are a great candidate for becoming a coach if:

1. You love helping people.
2. People tell you that you would make a good coach.
3. You love motivating people.
4. You are a positive person.
5. You long to make a difference in this world helping people become the success beings they were meant to be.
6. You are driven and goal oriented yourself.
7. You love the idea of working for yourself and setting your own hours.
8. You would like the added income associated with helping people change their lives.
9. You have changed your life, or are working to change your life, and would like to help others do the same.

## What is the process to becoming a coach?

**Below is a 12 step process to becoming a coach.**

**1. Take a look around the website [www.WomensCoachingAcademy.com](http://www.WomensCoachingAcademy.com).**

Explore, explore, explore and sign up to be notified of new helpful posts and materials that will help you not only improve your life, but the lives of others.

**2. Contact us with any questions.**

You are welcome to phone or email us with any questions you may have. Average email response time is often under 30 minutes. Contact the director directly at [hello@womenscoachingacademy.com](mailto:hello@womenscoachingacademy.com).

If you have a question for other instructors or another department we will forward your message on.

**3. Decide if training would benefit you.**

How do I know if training is right for me? (Refer to page 8 of this guide.)

**4. Look at the current coach training programs we offer.**

**5. Meet your mentor.**

Your mentor is here every step of the way through your training and even after you graduate. Any questions you have about studying, the materials or coaching you are encouraged to ask.

**6. Access your materials.**

These include tools you can use with clients to facilitate amazing life change in the areas of wealth, health, relationships, career and more! There are tens of thousands of words on life change, life improvement and goal attainment that you have unlimited access to.

**7. Get your class notes and lessons.**

Downloadable audio and PDF for the self study students *and* for the live tele-class students, and tele-class students also get to attend classes live, held once weekly. This is great in case you decide to pursue ICF credentials.

**8. Get to know your classmates.**

Your classmates are other people who like yourself are looking to become coaches. These "new coaches" are from all over North America and the UK!

## **9. Learn!**

How to coach, make the career switch to coaching, give speeches, motivate, empower, market, uncover a clients dreams, a clients barriers and more!

## **10. Start registering your clients.**

Use the step by step sheets to learn how to run every coaching session.

## **11. Collect your certifications and credentials.**

Upon completion of the program you will be a professionally certified coach.

## **Why should I choose your organization to train with?**

Below are just a few of the benefits to becoming a coach with us:

- You will receive Professional Life Coach Certification as well as two additional niche certifications.
- Student center packed with resources for use with your clients.
- Mentor Coach
- Facebook group for additional support.

For more info visit [WomensCoachingAcademy.com](http://WomensCoachingAcademy.com).

## **How long would my studies take to complete?**

We offer a 12 live virtual class and a self study program.

Through the self study program you are able to complete your training in as little as four weeks. You have up to one year to complete your studies.

## What will I learn through my studies?

Here is a list of topics the program covers:

- Common new coach questions
- How to coach- step by step
- Goal attainment
- Strategizing and creating the goal attainment plan
- Motivation
- Niche coaching
- Empowering your clients
- Listening
- NLP coaching
- Group coaching
- Marketing, business and website information for coaches

Plus:

- How to coach clients who have low self worth
- How to coach clients who have money fears
- How to coach clients who are starting from scratch
- How to coach clients who do not know where they want their life go
- Coaching in relationships, weight loss coaching and more

## How do I make the career change to life coach?

- **First and foremost, decide and commit to the plan that you do want to become a coach.**
- **Understand that this is not an overnight profession.** It takes the average coach 14 months to build a full enough practice that they are able to leave their current job.
- **Start identifying yourself as a coach.** This is part of the process of letting your old life go and helping your new life and career come into play. This will also help assist you in gaining clients as word of mouth is very helpful in gaining clients.
- **Identify the strengths you utilize at your current job (especially if you are a stay at home mom) and see how they will help you further your career as a coach.** Are you great at time management? Organization? Planning? Budgeting? Multitasking? Are you a great writer? A great talker? How can these skills help you further your career as a coach?
- **Continue to learn through your training and grow as a coach and business person.** Let your buddy coach and mentor assist you through this process.

WhIf you have more questions or are ready to enroll, please visit  
[www.WomensCoachingAcademy.com](http://www.WomensCoachingAcademy.com)