



Graduate with paying clients. Guaranteed.

The Coaching Academy of North America Inc.

www.CoachTrainingAcademy.com

HOW TO BECOME A COACH

The first step to becoming a coach is to understand what coaching is.

WHAT IS COACHING?

Coaching is helping someone go from the life they have- no matter what their current circumstances- to the life they want, the life they deserve.

This means that you need to understand how the human mind operates and what you, as a coach, must do or say to get the changes to occur in your client's life.

WHAT DOES THE AVERAGE DAY FOR A COACH CONSIST OF?

The average coaches day is very relaxed and yet exciting. Most coaches work from home (although quite a few coaches use their coaching training and certification to work in large companies) and thus they have ample time to take care of themselves and put the needs of their family's first. Coaches design their own day but it may look something like this:

8:00- 9:00 Meditate and Exercise

10:00- 10:30 Coaching Call

10:30- 11:00 Coaching Call

11:00- 2:00 Lunch and "Free Time"

2:00-2:30 Coaching Call

3:00-3:30 New Client Session

“Coaching Call” refers to the amount of time spent coaching a client. The client calls you from their place of convenience (work or home which ever works best for them) and the coaching call is conducted.

“New Client Session” refers to a first time session with a potential new client.

Through your training you will learn what is discussed though both coaching call and the new client session.

HOW MUCH DO COACHES EARN?

The Most recent ICF study indicates that the average North American full time coach earns more then \$80,000 annually (USD).

WHAT ARE SOME OF THE WAYS I WILL EARN MONEY AS A COACH?

We train coaches to earn money in a variety of methods that include: Motivational and life changing audio recordings (we have software for all students), book sales, key note speaking, seminars and of course coaching (both group coaching, in person coaching and phone coaching).

DO I NEED TRAINING?

You need professional training for a variety of reasons:

1. Clients and companies want to know you are certified.
2. You need to know how the human mind operates. What stops clients from attaining goals? What is the easiest and most effective ways to attain goals? These are just some of the questions that as a coach you need to know the answer to.
3. You need to learn how others made the switch from their current job to their career as a coach.
4. You should always have a supportive network of people who have been where you are (your instructor and mentor) and who are making the career change to coaching just as you are.

WHAT SHOULD MY TRAINING CONSIST OF?

Whether you train with us or elsewhere, your training should consist of the following:

- How the human mind operates
- How to coach people who have failed attainment before
- What needs to happen for life change to occur
- What stops people from attaining their goals
- How to motivate
- How to laser coach
- How to help clients who do not know where they want their life to go
- How to sell your book
- How to market yourself to your ideal niche
- How to open up a coaching business

We invite you to contact us with any questions you may have about coaching others or our programs.

Mackenzie Pearce
director@coachtrainingacademy.com

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