



The Coaching Academy of North America Inc.

[www.CoachTrainingAcademy.com](http://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.

### **AS A COACH, WHAT WILL MY MONTHLY EXPENSES CONSIST OF?**

Generally speaking your expenses as a coach who works from home (over 90% of coaches work from home) will consist of the following:

- Computer internet line to contact potential clients by email
- Website to let people know of your services (we have a special for a free trial and \$5/ month for coaches)
- Dedicated phone line to speak with clients

### **HOW OLD IS "TOO OLD" TO MAKE A CAREER CHANGE?**

The majority of people who become coaches do so in their later years of life. This is partly because they are retiring (or would like to) and would like the added income but mostly because they feel they have something to contribute to others now.

No knowledge of coaching or the internet is needed to begin a great coach training program- they will teach you everything.

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

## HOW DO I INCREASE MY INCOME AS A COACH?

Through your training you will learn more about each of the ways coaches are able to earn additional income. For now please review this list and see if any options appeal to you.

1. Penning a book
2. Keynote speaking
3. Running their own coach training school
4. Hosting seminars in their community on their area of speciality
5. Choosing a speciality and becoming certified in that area

## HOW CAN I GET STARTED TODAY AS A COACH?

1. Set up your office. Most coaches operate out of their home. Choose an area where you will be able to have uninterrupted phone calls with clients and a place where you can store your client files.
2. Choose a name for your coaching business.
3. Set up a dedicated phone line and change your answering machine to reflect your new career.
4. Complete your studies and receive your certifications.
5. Register with an international coaching bureau to increase your standing in the coaching community. The Progressive International Coaching Bureau ([www.picb.org](http://www.picb.org)) and the International Coach Federation ([www.coachfederation.org](http://www.coachfederation.org)) are currently the most prominent.
6. Get connected online. Connect with your mentor and others on Facebook.
7. Sign up to receive life coaching news updates at <http://lifecoachingnews.blogspot.com>