
PERSONAL LIFE COACH

Become the life coach, consultant or counselor that you are today

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Foreword

There has never been a time where the demand for life coaches, consultants and counselors were higher. For many of us, being a life coach, consultant or counselor is an activity that we engage in every day. This is because helping others see the best in themselves and encouraging them to seek a better life is a theme that is inherent to your life's calling.

Isn't it time that you embraced this gift and start allowing your higher power and others to bless you financially for embracing that which you are?

Indeed, and now that you have this information in your hands, you can start today.



Personal Life Coach

Become the life coach, consultant or counselor that you are today

Chapter 1:

The Time is Now

Synopsis

In this day and age, there has never been a greater need for you to embrace your natural gifts as a life coach than today.

So, let today mark the launch of your personal practice.



The Time is Now

The dynamic in our current economic status has increased the demand for individuals to grow and change at an unparalleled rate.

Men and women who have enjoyed safety and security in their professional careers and personal lives are ever increasingly finding themselves in fear of losing all, if they do not hone their skills, talents and abilities to keep their competitive edge.

In these tough economic times people who once had a handle on their economic and emotional wellbeing are now at risk.

For the working class, employment is harder and harder to obtain, and though one may have spent years in service and dedication to their employer, a day does not go by where thousands of Americans face the sobering event of being served a pink-slip as companies and organizations continue to down-size in an effort to survive these difficult times.

Families that previously were able to rely on a single income are now stressed in an effort to make ends meet with two (or more) incomes. This financial strain is the single largest cause of relationship failures as families are unable to survive as they fight to make things work.

Not to belabor the obvious, times are tough, and an alarming number of people are forced to try to mitigate the damages of a life that may have been more comfortable or manageable in the past.

This creates an incredible opportunity for those who have the inherent skills to reach out and help someone reach higher, achieve more and manage the stressors that face them each day, leading to this \$1 billion dollar industry that is growing at an unprecedented rate.

This puts a strain on the mental health industry. Not everyone in therapy needs psychological intervention (though drugs tend to take the edge off) and counseling, as much as they need someone to help them get through this in terms of personal growth, and an accountability partner to help them embrace their own ability to be the person they can be and live the life that would better serve them and their families.

Top 10 Attributes

1. Confidentiality
2. Tolerance (no judgment)
3. Active Listener
4. Supportive
5. Adaptive
6. Willing to Learn
7. Filtered Empathy
8. Identify Goals
9. Accountability Partner
10. Integrity and Honor

Chapter 2:

Life Coaches, Consultants and Counselors

Synopsis

When entering the field of helping others along their life's journey it is important to determine the role and the parameters that you will practice within.

You must determine whether you will practice as a life coach, consultant or counselor.



Life Coaches, Consultants and Counselors

Let it be known that there has never been a time when there was a greater need for:

Life Coaches, Consultants and Counselors

When you consider entering this type of profession, it is important to establish whether you will be a life coach, consultant or counselor.

What is a life coach?

A life coach is an individual who acts as an accountability partner for the client to assist them in achieving goals, personal growth and management of life circumstances. In the life coaching relationship, the client is not broken (in need of mental health counseling) and possesses all the skills necessary to achieve the results they desire.

Clients who are attracted to the coaching relationship are motivated to excellence and often have a history of managing their own issues and are resourceful experts of their own lives.

The function of the life coach is to listen to the client, support their commitment to excellence and help them reduce their goals to manageable steps and/or helping them to discover hidden talents or resources that they may have not cognitively recognized to further their successful personal and/or professional growth.

A skilled life coach has the ability to offer feedback and challenges in an effort to assist the client in unearthing their desires, project and define their dreams and hone their skill set as they get in touch with, reveal and experience epiphanies.

What is a consultant?

Consultants have particular skills or knowledge that the client may not have. In the consulting relationship the client seeks to get access to information that they might otherwise not have access to. Most consultants have particular area(s) of expertise and offer this knowledgebase to their clients to achieve the results they desire.

What is a counselor?

While life coaching focuses on the here and now, counseling on the other hand reaches far deeper into the past of an individual and offers treatment models that may be traumatic and often crosses over into mental health issues.

Therapy includes a deeper interaction and may include psychological intervention to treat personal dysfunction, mental/physical pain or conflict resolution for one or more persons.

Laws, restrictions, requirements, licenses and registrations for counselor vary state to state, though religious counsel is not regulated in the United States.

Chapter 3:

To License or Not to License

Synopsis

For this people-helping-people self-help arena there exists a vast area of freedom that one may practice within. One school of thought includes seeking out higher education, while the other is far more practical.

For instance, in the area of increased human performance, would you rather work with someone who was highly educated in the field, or someone who had a high degree of experience, or was particularly gifted in the area of empowering others to be all they could be?



To License or Not to License?

It is your decision whether you will be licensed or unlicensed. In the event that you choose to operate as an unlicensed life coach, consultant or counselor, you must disclose to your clients that you are operating independently and are unlicensed by any state agency.

You must determine the best way for you to establish yourself for this help-industry. In most states, there are no educational or licensing requirement for life coaches or consultants, some states require a license for counselors, unless you are an ordained and/or registered religious counselor.

In most cases you will not even be required to get a business license, if you do business as your own name, like if I were to practice as "David M Masters, Life Coach," no problem, but if I plan on doing business as, "Olympian Life Coach," then I would be required to get a DBA (doing business as) license registration.

Truly, this is a business that you can enter today with no requirements.

That said, there is no official standard that is enforced as to performance or expectations where coaches or consultants are concerned, though restrictions do exist for licensed counselors in many states. If you are considering using the title or functioning as a counselor, you must operate within the guidelines that exist for your state.

Of course, you are required to keep a good accounting of your business dealings, and revenues and expenses and pay your taxes appropriately.

Chapter 4:

Adding Value to Your Service

Synopsis

By expanding the number of tools in your people-helping tool belt, you will be able to help others achieve their highest and best more easily.

The more treatment modalities that you have at your disposal, the higher rates your service will command.

Growing and expanding the scope of your value-added practice is necessary to keep your competitive edge in this industry.



Adding Value to Your Service

You may desire to hone your skills, and learn new, different and emerging therapies or techniques.

I'm a huge fan of continuing to learn new methods, tools and techniques to help my client achieve their highest and best. This is a great way for you to increase the value of your service in comparison to similar providers in your market or area of expertise.

For instance, I have 38 (and counting) different modalities in my tool belt while I am only a master practitioner in 3 disciplines (so far).

If you have received this book via the proper sources, you will receive invitations to various trainings as they become available.

Some of these trainings may help you to expand your proficiency and skills to benefit your clients.

The more diverse the services that you provide, the higher the value of your service and you can raise your hourly rate accordingly.

Just in case you may not be receiving these updates and invitations, send an email to admin@stpaulsfreeuniversity.com, and we will make sure that you receive information on upcoming trainings.

Chapter 5:

Start Today

Synopsis

This is your calling. You are uniquely qualified to be the life coach that you are. You have no excuses, but rather an obligation to fulfill your life's calling and/or destiny. Don't put it off another day... Start today.



Start Today

Basically, if you did not know before, now you are aware that being a life coach, consultant or counselor is something that you are. Certainly, you could learn to be a coach, consultant or counselor – and many people do – though it is not required to have a successful business as a people-helper.

Here's a bonus for getting this book:

Send an email to admin@stpaulsfreeniversity.com, with the following in the Subject line:

Free Life Coach Certification

... and I will register you with a national registry and you may use the certificate attached hereto that you can print and put in a frame to get you started today.

BONUS

As a declaration of your intent to become a life coach, consultant or counselor, I will also enroll you in one year of weekly observations of some of the things that come up in my practice, delivered to your email in-box.

This service is usually only available to student graduates that pay \$97 per year.

EXTRA BONUS \$100

This is a limited bonus... So, you must register (by sending the aforementioned email) to get an invite and a special discount of \$100 Off of my next Life Coach training which comes in both live and simulcast via the Internet.

This will give you a more comprehensive foundation for your practice and you'll receive training and practice materials along with an official professional certificate endorsed by Therapeutic Science and St Paul's Free University in person or via mail for attending.

For more information, visit

St. Paul's Free University
stpaulsfreeuniversity.com

David M Masters
davidmmasters.com

CERTIFICATE
OF
AWARD

It is hereby certified and declared that

_____ Is qualified and possesses the necessary requirements to assist other individuals in areas of personal growth and excellence with honor and integrity.

Based upon his/her qualifications, areas of study, and performance is hereby authorized to assist others as a

Personal Life Coach

Congratulations for all the requirements, experience accepting the rights and responsibilities that duly qualify you as a Personal Life Coach and your continued commitment to growth and excellence via St Paul's Free University.