



Make a great living helping others succeed!

Imagine starting your own private practice in the business of life coaching. Become a professional coach and enjoy a new career that is fulfilling and rewarding.

You have discovered the coach training and certification program that prepares you for real-world coaching better, faster, and for less money than any other program. Choose the condensed training course that's right for you and begin your exciting new career immediately.

"Today, coaches provide relationship and structure for people seeking business or career success. They also help people with all kinds of issues because it's becoming generally recognized that the lines between work life and personal life blend with one influencing the other."

Paul Edwards

"The Best Home Businesses for the 21st Century"

Opportunities in Coaching

What if you had the chance to open the top home business of the century? Well, you do!

That's what Paul Edwards, co-author of *"The Best Home Businesses for the 21st Century,"* calls personal coaching. Imagine—finally—being in the right place at the right time.

So why is the profession of coaching growing so phenomenally? One reason is because corporations no longer reward loyalty and hard work with lifetime employment. There are many other reasons. Let's explore this golden opportunity.

1. What is life coaching?

Coaching is a professional service providing clients with feedback, insights, and guidance from an outside vantage point. The profession of coaching is similar to the practice of a physician, attorney, or psychologist.

The major difference is that coaching is an on-going collaborative partnership built on taking action. In this powerful alliance, clients find themselves:

- Doing more than they would on their own
- Taking themselves more seriously
- Creating momentum and consistency
- Taking more effective and focused actions
- Becoming more balanced and fulfilled

People hire a coach when they are making a career transition, starting a new business, feeling dissatisfied, re-evaluating life choices, or simply looking for personal and professional breakthroughs.

Do You Have What It Takes



Take the free quiz online and find out if you have what it takes to start a coaching or mentoring career. It's fun and it's fast. You learn your results immediately.

2. What kind of background should I have?

There are as many types of coaches as there are people. Coaching is where your life experience, business expertise, and people skills count for something.

Coaches come from a wide variety of backgrounds including: corporate, education, consulting, communications, law, health care and others.

LEARN MORE



Visit:

www.ExploringCoaching.com

“They’re part therapist, part consultant—and they sure know how to succeed in business.”

NEWSWEEK

Ten Attributes of Successful Coaches

1. Have a strong sense of self, value themselves intrinsically, are confident and show up authentically.
2. Willing to evolve and develop themselves.
3. Listen at the deepest levels, know how to filter out their own emotions, judgments and conclusions.
4. Genuinely curious about people, have a healthy sense of humor and humility.
5. Live from high personal integrity, walk their talk, tell the truth, know how to get their own needs met.
6. Open to, not attached to outcome, can make themselves blank for the client’s agenda and solutions to emerge.
7. Financially stable, think and act like an entrepreneur and business owner.
8. Balanced in life, have a strong support system.
9. Have good boundaries, knows that the client knows what is best for them.
10. Intuitive, courageous, creative, willing to take the chance of being wrong.

Becoming A Coach

Chances are you already know a great deal of what it takes to be a good coach. There is an equally good chance there are some things that will hold you back—or stop you altogether— without the proper instruction.



We all have “pockets of ignorance.” This is not a bad thing. After all, we can’t be experts in everything. The goal is to discover how many pockets and how deep those pockets are.

If you're the person people instinctively come to for help and support, or for a shoulder to lean on, you're probably already "coaching" at a certain level.

3. What is the best way to get started as a coach?



Gather information, just as you are doing now, and line up your support systems. It will take some time to get everything into place. You are about to become an entrepreneur. Don't quit your "day job" right away. Give yourself time to develop a successful coaching practice.

With this in mind, the Coach Training Alliance (CTA) offers condensed coach training so you can learn better, faster, and for less money than any other training program.

Make a commitment to yourself to do what it takes to become a coach. Enroll in the coach training program that best suits your needs and will enable you to win clients quickly! You'll find several options from which to choose on the CTA website.

"It's tough to develop without help... with coaching you get to see your blind spots in a safe environment."

THE DENVER POST

4. I have no formal coaching experience. Will I be able to do this?

You may be saying, "I know I could be good at this and I'm convinced I will be a great coach one day. But how do I get there from where I am now?"

There's no better way to do it except to immerse yourself in the process and gain experience. Some schools will have you go through years of training, spend thousands of dollars, and graduate BEFORE you begin coaching real clients.

The best training ground is actual coaching in real world situations. You can immediately apply your newfound

knowledge directly with real clients. CTA training programs allow you to put your new skills in context, try them out, and make them relative to your previous experience.

If you wait to start coaching until you have mastered it, you'll never begin. That is, after all, why they call it a practice.

"Career management coaches... can identify missing skills or style difficulties and offer pragmatic tips..."

THE WALL STREET JOURNAL

5. What kind of training do I need?

Find a program that builds on what you already know and the skills and abilities you already have. There's no sense (and no fun) in starting at the bottom. And there's nothing more boring than sitting through classes where you are way ahead of the instructor.

“The goal of coaching is the goal of good management: to make the most of an organization’s valuable resources.”

HARVARD BUSINESS REVIEW



“...other companies offer coaching as a prerequisite... in the understanding that everyone has blind spots and can benefit from a detached observer.”

NEW YORK TIMES

You want training that answers the questions:

- What skills do I need and how do I develop them?
- How do I establish my business and get clients?
- How do I set up a coaching relationship with my client?
- What happens in coaching sessions?
- How do I manage my clients?

These are all subjects are explored in-depth in the CTA Certified Coach Program.

6. What should I look for in a coach training program?

Good training doesn’t need to be expensive or take years to complete. A good coaching program combines:

- Quality curriculum and resources you can read and discuss in class
- Practical information on coaching skills, marketing and being an entrepreneur .
- A community of other coaches where you can share ideas, wins and challenges
- A safe environment where you can coach and get valuable feedback about your coaching.

Choose your coach training based on the program offerings, your instinct, and your personal experience with the course orientation and your communication with the instructors of the training organization.

Choose a program that will do four things for you:

1. Provide a structure with an easy to follow learning sequence.
2. Place you in a learning environment with other coaches and mentors.
3. Facilitate and support client acquisition and income generation.
4. Immerse you in real world training that is practical, not theoretical.

7. Do I need to be certified in order to coach?

No. Certification is not required in order to begin coaching clients for a fee.

Some individual training organization and associations offer their own certifications. Each vary in terms of time, fees, and examinations required. There is currently no “gold standard” for certifying coaches.

“The hottest thing in management today is the executive coach.”

FORTUNE

“A coach may be the guardian angel you need to rev up your career.”

MONEY

“Boomers find the budding profession can help focus them on business and personal growth.”

LOS ANGELES TIMES

For some programs it can take years and quite an investment to get all the pieces in place. It's most important, at this time, to be sure coaching is the right fit for you without spending an excessive amount of time or money.

Potential coaching clients rely less on your credentials and more on their experience of you and what you offer. Good training will show you multiple ways of engaging people in positive experiences that show you at your best. What prospects and clients care about most is what you can do for them.

8. Can I make a good living as a coach?

Yes. Consider that with as few as 15 regular clients, a diligent coach can earn \$50,000 a year working from home just a few days a week.

The International Coach Federation estimates that there are approximately 16,000 part-time and full-time coaches worldwide, with an average annual income ranging from \$35,000 to \$100,000 and up. Certain specialty coaches earn considerably more. Your financial success depends on your ability to take consistent action and your willingness to market yourself.



The field of coaching is in its youth and moving rapidly towards world renown. Considering just about everyone can benefit from having their own coach, the number of new coaches needed over the next few years will multiply.

9. Will I need to market my coaching practice?

Yes, but not in the traditional sense. In fact, traditional sales, marketing, and advertising techniques aren't generally effective for coaches.

Marketing your professional services, when done correctly, is inexpensive and often times free. Since this is such an important—yet sometimes overlooked—aspect of your coaching practice, CTA incorporates business building techniques and marketing strategies into every course we teach.

10. Is there someone I can speak with to ask additional questions?

Yes! Feel free to call us toll-free at 888-432-4121. Also, be sure to enroll in the *Becoming a Coach* teleclass orientation. You do not need to be a CTA student to participate. Should you choose to continue your training in the *Certified Coach Program*, however, you will have already earned credit toward graduation.

Bookstore



Coaching Compass

This “weekly directional” helps you stay on course with quick tips and insights for building and filling your practice. Read a sample issue of the *Coaching Compass* online, the official ezine of the Coach Training Alliance. If you become a *Friend of CTA*, your subscription is free.



Exploring Coaching

A step-by-step guide to a fulfilling and rewarding career. If you're just getting started or looking for help in discovering your coaching niche, this is the perfect handbook. *Exploring Coaching* takes you on an exciting journey starting with the first 5 Critical Steps. Ten dynamic coaches share their experiences AND their path to becoming successful.



Fill Your Coaching Practice

Designed specifically for coaches by coaches. Discover how to implement multiple 'low-cost' and 'no cost' strategies with this step-by-step proven system for winning new clients. It is truly the fastest, most comfortable, and least expensive way to fill a coaching practice.



Coach Training Accelerator

#1 Best-selling coaching software. An all-in-one, 3-part comprehensive software program, including: Coach Training Course, Client Tools, and Resource Library. This 20-week self-paced, self-study program is designed for new coaches AND established coaches wanting to quickly build a successful practice.

Certified Coach Program

Comprehensive 6-month training and certification course. Group mentoring, coaching experience, and feedback (includes the *Coach Training Accelerator*).

INSTANT ACCESS

Purchase Online 24 hours a day
with Credit Card by Secure Server
www.CoachTrainingAlliance.com



About CTA

The Coach Training Alliance is a growing collection of the finest educators, mentors, coaches, and facilitators in the profession of coaching. Together they have developed the ultimate coach training programs delivered in the most economical and efficient way.

Each course is condensed into a streamlined, step-by-step process that enables "just-in-time" learning that is unparalleled in the industry. The mission of the alliance is to provide eager students a dynamic learning environment, using the latest educational technology, in the shortest amount of time, for the lowest and most reasonable tuition.



The Difference

What sets CTA programs apart is a multidimensional emphasis on all the components of a successful practice. In addition to the essential coaching skills, participants learn and apply business development and professional practice marketing expertise. This comprehensive training can be compared to a 3-legged stool:

1. Coaching skills
2. Business skills
3. Marketing skills



All are necessary for a Professional Coaching Practice to stand strong, balanced, and secure. If one leg is missing, the practice falls. All three of these competencies are woven together in an easy-to-understand and easy-to-implement system.

Discover Your Passion, Live Your Dream!

Call Coach Training Alliance today or visit us online:
www.CoachTrainingAlliance.com

Do You Have What It Takes



Take the free quiz online and find out if you have what it takes to start a coaching or mentoring career. It's fun and it's fast. You learn your results immediately.