

GETTING PAID TO **CHANGE** **LIVES**



How to Begin an
Exciting New Career as a Coach



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So You're Thinking About Becoming a Coach

Give Me 10 Minutes and I Might Just Change Your Future Forever...

Congratulations!

By accessing this free guide you've taken your first step on an exciting new adventure and, potentially, changed the trajectory of the rest of your life.

For that I applaud you...

You see, unlike many other people you're clearly not a dreamer who just talks about changing their life, because you've actually taken positive steps towards a new future.

Which means you are absolutely ideal for what I'm going to be talking about in the next few pages! Spend ten or so minutes reading this right now and you might just look back on this moment as the moment your life changed.

Forever.

A word of warning though...

There's a lot of hype and misinformation around the coaching industry.

Go about things in the wrong way and you can spend a small fortune and waste months if not years going down painful dead ends and struggling to ever build the kind of coaching career that you'd like.

So read every word of this guide if you want to avoid the stress that so many coaches innocently find themselves experiencing because they took the wrong path.

My goal here is to shortcut you to the knowledge you need in order to make the right decision for you.

Before I begin, let's quickly talk about a special something coming your way...

About the First of Your Two Extra Bonuses:

Your 100% Free 7 Day Coaching Email Mini Course!

Along with this PDF, I've provided you with two extra bonuses for signing up to receive this download.

The first one is a 100% free, 7 day email mini course that goes into further detail on becoming a coach, in easy-to-digest points. You'll be receiving the emails every day, starting tomorrow, for the next 7 days.

Look out for them and make sure you read them too as they cover things that are not covered in this PDF.

(If you don't want to receive them simply hit the "Unsubscribe" button at the bottom of the email when it arrives and you'll never hear from me again. You'll miss out on the surprises coming your way though!)

I'll tell you about the second exciting bonus shortly!

With that said – let's begin our journey together...

The Booming Coaching Industry: The Undeniable and Eye Opening Statistics...

The coaching industry is a multi-billion dollar a year industry. Yes...*billion*. A *year*.

Depending on the source you listen to, coaching is estimated to be anywhere from a 10-15 billion dollar a year industry. Which shows you that many, many people are already spending money on hiring a coach.

It gets better...

As well as *already* being a billion dollar industry, coaching is also one of the *fastest* growing industries around. More and more people are becoming aware of the power of having a coach and this is accelerating the growth of the industry at an exciting pace! This shows the demand for coaching is going to keep increasing and increasing as years go by.

Bottom line: *Coaching is here to stay!*

How Do You Know if Coaching is Right for You?

Below is a list of common characteristics I see in those who want to become a coach. If you tick one or more of these, then coaching might just be an ideal career for you:

You Want to Live Life to the Full

You Want to Feel Valued

You Want to Leave a Legacy

You Want Meaning and Purpose in Your Life

You Want to Grow and Develop

You Want to Learn

You Want to Have Freedom to Live Life on Your Terms

You Want to Make the World a Better Place by Alleviating Suffering

You Want to Be Proud of Yourself

You Want to Be Paid for Work That Matters

You Fear Not Loving Who You Are

You Fear Missing Out and Life Passing You By

You Fear Staying Stuck in an Unfulfilling Job

You Fear Living Below Your Potential

You Fear Not Feeling Good Enough in Life

You Fear Others Not Valuing You

You Fear Being Ordinary and Average

You Fear Not Being Excited and Hopeful About the Future

You Fear Regret

You Fear Living a Life Someone Else Decides for You

Do any of those ring true? If so – you're in the right place!

What Does a Coach Actually Do?

There are all kinds of definitions of a coach's role. But here's one I truly love...

A coach is someone who gets paid to help other peoples dreams come true.

Don't worry about *how* they do that for now. We'll cover that shortly. Just sit and re-read that sentence above a few times. Feel it in your soul.

Would *YOU* love to get paid to make people's dreams come true?

How would that feel?

Can you imagine how rewarding it would be to make other people's dreams happen?

Now to *really* get the experience of how your future could be, imagine someone asking you at a party what you do for a living, and you say...

"I get paid to help other people's dreams come true."

You'd get the interest of anyone who asked you that (which is one of the secrets to getting clients – more on that shortly), and the reason you'd get their interest is because of this...

Inside of every human being is their "unlived life". The life they dream of... that isn't yet a reality.

You have an unlived life (which is one of the reasons you opted in to receive this free guide). We all do, and it nags at us that we aren't yet living our dreams.

Some people dream of being more confident...

Some people dream of not being anxious...

Some people dream of writing a book...

Some people dream of meeting the partner of their dreams...

Some people dream of starting a business...

Some people dream of growing their business...

Some people dream of travelling the world...

Some people dream of creating a big nest egg for their kids...

And on and on.

We ALL have dreams. We ALL have an unlived life and this unlived life, this dream that is not a reality, is what a coach works on with a client. They help the client's dream come true.

It's a truly magical gift to be able to get paid to do that and it's why so, so many people want to become a coach.

Why Do People Hire a Coach?

Quite simply the reason people hire a coach is because they don't feel that they can make their dreams happen *by themselves*. They know they need outside help if they are to ever get to where they want to be. This is why people hire a coach.

When your eyesight isn't quite right, you go to see an optician...

When your health isn't right, you go to see a doctor...

When your dreams aren't a reality, you go to see a coach.

It's that simple.

What You DON'T Need in Order to Become a Successful Coach...

There's a common false belief that people have about coaching – they think they need to be a huge achiever, or have the perfect life without any problems, or have already done what the client wants to do.

In other words they think things like, "*How can I help someone if I'm not _____?*"

This is a misunderstanding with how coaching actually works and what the coach's role is.

See, if you were a *mentor*, then you'd have to have done what the client is trying to do, but that's a totally different role to a coach. A mentor is a guide who is providing advice on the *specific actions* the client should take. A coach is different...

A coach helps the client to see things they couldn't see before – *based on the client's own wisdom and experience* – NOT on the coach's experience.

You're helping the client to see what they already know but can't see, rather than providing advice. The client has the answers already.

This is a key distinction. It's why you can have people coaching an Olympic athlete on their mindset even though they've never competed in that sport, let alone gone to the Olympics!

So really let this settle in...it's an extreme example but it highlights why you don't need to be perfect...

Your home life could be a disaster... you could be financially struggling... you could be insecure... stressed... riddled with self doubt... and you could still transform a client's life with ease. Why?

Because this isn't about you. *It's about helping the client find the answers they already have but can't see.*

This should be a weight off your shoulders...

So many people think they can't be a coach because they're not "perfect".

However, if you spoke to many of the top, highest paid coaches on the planet who get the best results, they'd be the first to tell you that they themselves aren't perfect – but that doesn't stop them from getting life changing results for those they serve.

Right about now you're likely getting excited about becoming a coach.

You realise you have one or more of the common characteristics that lead people to become a coach...

You LOVE the idea of getting paid to make people's dreams come true...

You realise that you don't need to be "perfect" or be a high achiever because coaching is different to mentoring – your role is to help a client see what they cannot see that is stopping them from making their dreams happen (and they have the answers -they just can't see them without outside help).

Before you get too excited, there's some things I need to share with you (then I'll get to the *really* exciting bit)....

Three Brutal Truths About the Coaching Industry That You NEED to Be Aware Of...

Earlier I told you that coaching is a multi-billion dollar industry and one of the fastest growing industries on the planet.

That's the good news but there is also bad news with regards to those facts.

It has meant that the growing demand has caused some unexpected problems within the coaching industry.

Here are three little known truths that every budding coach needs to be made aware of...

Truth 1: Most Coaches Are Broke

The demand for coaching is huge, and growing – which is what makes the next statistic so confusing...

Most coaches struggle to make minimum wage.

They get their training as a coach... get all excited about going out into the world and getting clients and making dreams come true... and then... struggle. Badly.

Why?

Because if you learn the wrong type of coaching then getting clients can be like climbing Mount Everest.

And if you learn the wrong type of coaching then transforming clients can be like swimming through treacle.

The ugly truth is that many coaches are selling a type of coaching that people don't actually want and also struggling to create lasting change in their clients.

Which means getting clients becomes a struggle and keeping clients is even harder. The coach ends up barely surviving and often has to go and get a job, feeling embarrassment and shame about their failed venture.

It's heartbreaking and it doesn't need to happen. More on that in a moment.

Truth 2: The Training Time Myth

Many types of coaching will take you months and months or even YEARS to learn. Why?

Because the longer it takes, the more companies feel they can charge you for their training. So, rather than teach you how to become a coach over a period

of two months, they drag it out for a year or so in order to charge you a much, much higher training fee.

Here's the truth...

Coaching doesn't need to be complex.

In fact, the more complex it is the *less* effective it usually is because the coach becomes confused and overwhelmed. If anyone tells you it's going to take you a year to become a coach – run a mile.

Truth 3: You Can Make a Client's Life Worse if You Do This...

This is controversial, but true. Many types of coaching will have you delving into a client's past. This is unnecessary and can cause unnecessary pain.

In some cases it can even make the client's life *worse* than if they hadn't hired the coach in the first place! There's absolutely no need for you to go into a client's past in order to change their future.

If you want to become a coach you need to be careful not to master a type of coaching that nobody actually wants, falling prey to coach training companies that will drag your training out in order to charge you a fortune, and coaching methods that force you to go into a client's past in order to try to help them.

So – what should you do instead?

This...

From Hollywood Celebrities to Athletes, Entrepreneurs and Everyday Folk Too.

Why 3P Coaching is Gathering Pace Worldwide and Changing the Way Coaches Coach...

There is a type of coaching that is rapidly gathering pace across the globe because of the life changing transformations it creates in clients.

3P coaches are working with Hollywood celebrities, entrepreneurs, athletes and everyday folk too – helping their dreams to come true in an extremely powerful way.

The results 3P coaching gets is what is fuelling the growth and popularity of the 3P way of coaching, and more and more established coaches and new coaches are focusing on using 3P only, rather than collecting many different types of coaching skills (which was the old way of doing things).

You see, the 3P coaching approach is unlike any other form of coaching on the planet.

Whereas most other forms of coaching use a giant toolbox of endless questions or complex techniques or confusing strategies – 3P is *remarkably simple*.

Here's how it works...

You focus on helping the client to understand *one thing* in particular... and the client transforms.

Permanently.

This “one thing” is the secret sauce behind ALL *lasting* transformations, and the brilliance of the 3P approach is it focuses just on that “one thing”... rather than over complicating things like so many coaching strategies do by trying to focus on many things at once.

It's like the ultimate magic trick. Help a client to understand this “one thing”...
... and *everything* changes.

Suddenly what was holding them back becomes irrelevant and they're free to make their dreams a reality.

As a 3P coach you give your client the ultimate gift – *psychological freedom*.

Psychological freedom to be who they want to be and do what what they want to do – without the emotional and psychological chains that are currently keeping them stuck.

“It can’t be that easy,” is usually what someone learning how to be a 3P Coach first thinks when they learn how to coach someone using this method but then, whilst learning the 3P method, the *new coach themselves transforms.*

They develop psychological freedom themselves and this becomes the undeniable proof that makes them motivated to go out and help others find this psychological freedom too.

4 Reasons the 3P Coaching Approach Makes Getting Clients a Cinch...

1. Client Transformations and Word of Mouth

When you give a client the gift of psychological freedom, they tell others about you.

They shout about you from the rooftops because it's such a transformation across their entire life – and this creates a steady stream of clients desperate to work with you thanks to the word-of-mouth spreading about your superpower so that your clients do the marketing *for* you.

2. You Know in ADVANCE of Working With a Client if You Can Help Them

Some coaching methods gain bad reputations because the coach takes on clients they can't help as they don't know if they can help them until they've worked with them for a while.

With 3P coaching you ask a prospective client a specific question and ONLY if they get it wrong do you take them on as a client. This way you can feel confident you can impact someone before any money exchanges hands!

3. It's New and Exciting to Prospective Clients

Many forms of coaching have been around in the mainstream for so long now and, because of point number 2 above, their reputations can make it hard to get new clients as prospects think, "*I've heard of that... I heard it's not very good.*"

Whereas with 3P, because it's a growing movement of coaches, but not yet mainstream, prospective clients get excited by this new approach to transformation.

4. There Isn't a Lot of Competition for 3P Coaches

You don't want to become a coach in one of the coaching methods which has tens or even hundreds of thousands of existing coaches because it means there is tons of competition for your service (if you go about marketing your business incorrectly).

With 3P you don't need to worry about that because it is still a relatively new form of coaching rather than one which has been established for decades.

3P coaching is *very* different and unique and it's changing the way coaches around the world coach. Many people are calling it "*The evolution of the coaching industry.*"

The best way to find out more about 3P coaching is via the second extra bonus we want to provide you...

Free Bonus Number 2:

100% Free Online Training Class With One of the Top Coaches on the Planet...

One of the world's foremost experts on 3P coaching is an award winning coach called David Key.

David has worked with TV stars, singers, multi millionaires and athletes...

He's also worked with the stressed, the depressed, those with eating disorders and a whole lot more and, no matter who he works with, he has a long track record of making people's dreams come true with 3P coaching.

Having been in coaching for decades he transitioned from using N.L.P. (where he was one of the world's top trainers) to 3P coaching because, in his words, *"It's the simplest and most transformative form of coaching I have ever come across. It still blows my mind how simple but life changing it is."*

David is in such high demand that he now charges 1K an hour for his coaching sessions.

So it's safe to say that, if you are at all interested in becoming a coach, he has some knowledge that could be useful to you if you want to avoid wasting time and money on costly or emotionally painful dead ends as you begin your coaching journey.

He is currently running a 100% free training class all about *exactly* how to become a 3P coach who gets paid handsomely to change lives and make dreams come true.

In the class he also covers the exact 4 steps to take to build a thriving coaching business, an exercise that will ensure you don't go to your deathbed with regrets and a whole lot more!

As a bonus for signing up for this free guide you can currently [access David's class, completely for free](#), by clicking below.

CLICK HERE FOR YOUR SECOND FREE BONUS:

90 MINUTE TRAINING ACCESS

If you have any interest whatsoever in becoming a coach, click the link above and watch his no cost training – and be sure to look out for emails from me over the next 7 days as I share more wisdom and experiences that all those looking to become a coach should be aware of.

I really do care deeply about the world of coaching because of the impact coaches have on the world and these free bonuses are my way of creating the change we want to see in the world.

Coaching is a truly magical career. Take on board what I have covered here, take advantage of the free bonuses I have provided and continue on your new adventure into the world of coaching.

Thanks so much for reading.

Enjoy the class!