

Life Coaching Basics

Cheat Sheet

The Role of a Life Coach

A **life coach** is a professional who helps you achieve your goals or make changes in your life.

This can include **career growth, better relationships, work-life balance, or building self-esteem.**



Clarify Goals

They help clients **define what they really want** out of their life.



Strategize

They assist in creating a **realistic, step-by-step plan** to achieve those goals.



Motivate

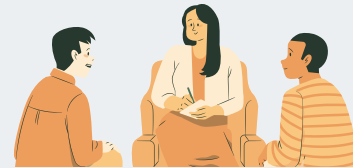
They provide **support and encouragement** throughout the journey.

Life coaching and therapy are often confused, but they have different purposes and focus on different areas of personal growth.

LIFE COACH

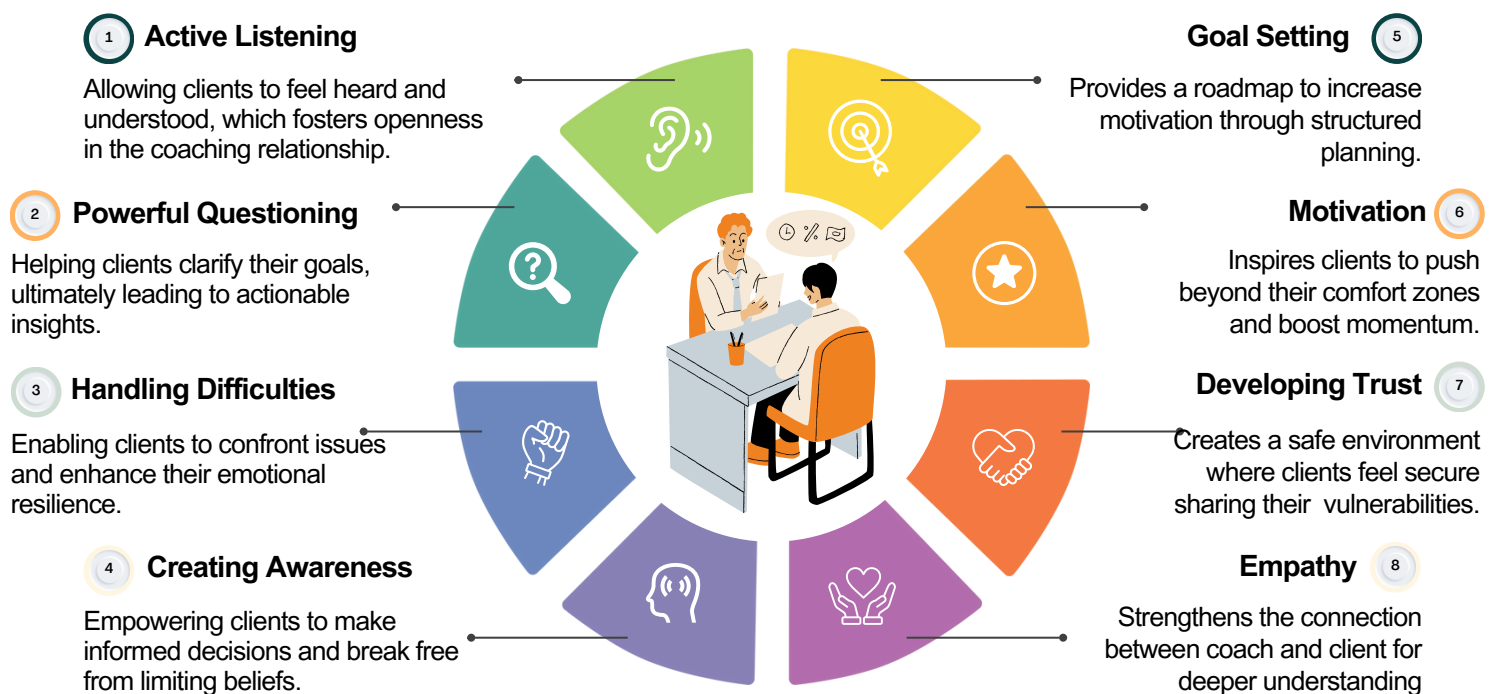
THERAPIST

- ★ Focuses on future goals.
- ★ Help clients achieve specific goals.
- ★ Employs motivational strategies.
- ★ Foster a collaborative partnership.
- ★ Addresses past traumas.
- ★ Diagnose mental health disorders.
- ★ Uses tailored therapeutic techniques.
- ★ Maintain professional boundaries.



The Foundation of Life Coaching

A great life coach is a **skilled listener, motivator, and a guide.** Here are the essential skills to impact your clients' lives:



Ethics in Life Coaching

Ethical guidelines in coaching protect both the coach and the client. It's crucial to follow and apply these standards in all coaching relationships.

01 To protect confidentiality
Keep client information private unless given consent.

02 To avoid power imbalance
Empower clients to find their own solutions.

03 To set boundaries
Clearly manage expectations and prevent conflicts.

04 To refer clients to experts
Refer clients to professionals, such as therapists.

05 To commit to growth
Continuously update skills to maintain service quality.



Did You Know?

"People from all walks of life have benefited from the expertise of a professional life coach."

HOW CAN A COACH HELP YOU?



- ✓ Helps you identify and define your goals.
- ✓ Develops a clear plan to achieve goals.
- ✓ Keeps you focused and responsible.
- ✓ Assists in tackling obstacles and limiting beliefs.
- ✓ Builds self-confidence to pursue your goals.
- ✓ Encourages you to stay committed and driven.

Making Life Coaching as a Career



There are an estimated
4,380,000
coaches globally.

Coaching is a
\$4.56
billion global industry.

With
34,200
certified coaches in the
United States.



IS LIFE COACHING CAREER FOR YOU?

Life coaching is a good career for anyone who wants to help people improve their lives. Life coaches **support others in making smart choices** about their personal goals, careers, and overall well-being.

If you are a caring person who enjoys helping others, life coaching might be the right career for you.



Identify Your Strengths

Focus on your skills and passions, then **choose a specific problem to solve** to create a unique coaching specialty.

Create a Business Plan

Develop a clear mission, marketing strategy, and financial goals, using simple language.



Build a Coaching Toolkit

Design one **specific package for your target audience**, refine it, and expand as you grow.

Seek Guidance & Be Practical

Find a **mentor to fast-track success**, and keep a job while building your business to ease financial pressure.



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your logo®

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Illustration of a coach and clients.

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Leadership

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Personal Growth

Well-Being

Work/Life Balance

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	Free	Starter	Custom Plans	
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★★★★★
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