

Hello, hello, hello, and welcome to The Seven Steps in Becoming a Professional Life Coach. The mere fact that you entered in your email address, and you are watching this video, you've downloaded your e-book, this says a lot about who you are. This clearly states that you have a passion not only for yourself to live an amazing life and create a wonderful business that benefits you and your family, but it ultimately benefits the rest of the world. So that is huge. I want to say a huge congratulations for entering in your email address and being a part of this e-book and this video training.

I'm so excited that you're here because what I know for sure is that the more people that we have in the world that are helping other people, the better off this world is going to be. Now, the e-book is very self-explanatory, however, I wanted to do this video along with it to give you a little bit more information, and insight, and encouragement, and motivation to becoming the best life coach that you possibly can.

So step number one, if you've already downloaded your e-book, is to decide and believe. Now, this is the only way to become a life coach. I know it sounds like, "Is this for real? Like, you mean to tell me I don't have to go to four years of college?" No. The only thing you had to do is have lived a life that now you are passionate about to going back and helping other people discover their purpose, or lose weight, or become healthier, or get their homes together. Whatever kind of coach you decide to be, the only way to become that coach, is to decide and believe that you are. Because the coaching industry is not a regulated field as of yet, that is really the only way to become a life coach, is to decide and believe. Now, I actually went to — as you can see here, I

did get my certification through the CaPP Institute, through Valorie Burton.

Now, like I said, the coaching industry is not a regulated field, so even getting coaching through the IFC, which is the International Coaching Federation, it really doesn't stand for anything. Only to say that you spent a lot of money and a lot of time working on your craft, and that is not a bad thing. However, don't get caught up in wanting to get a certification to somehow validate the fact that you are a life coach. What validates you as being a life coach is the mere fact that you have a passion for helping other people. So I really want you to understand that because that can often be the most difficult part of this entire process. Because there is no schooling, and typically, we will leave our confidence on our certificates and our degrees. But because the coaching field is not regulated, your confidence has to come, really come from within.

Now, I'm not saying that there's anything negative about going through training, obviously, because I went through training. But after going through training, I can honestly say that if you just work with a life coach and mirror them, that's really all the training that you need and it's literally on the job training. So when people ask me, "Angel, do you think should I get trained or should I become certified?" I often ask them what is their comfortability level because I can bet, I can almost guarantee, that you watching this video, you're already coaching people unofficially. So the training is up to you, and your comfortability level, and your confidence. Now, I have worked with coaches, and I will do a training with them with allowing them to be

on the phone with me while I'm coaching my client. Now, obviously my client knows that I have a student on the phone at that time and they're listening to that coaching session. Those can be very beneficial because you're actually on the job getting the training. And the only way to become a great coach is to start coaching. So that's what I always say to people when they ask me, "Should I get training?" I say, "How do you feel within your skills right now? Do you feel that you need more skills? Or do you feel like you have already effectively been able to help some people overcome some doubt, some fear, some worry in their life and you've already gotten people results?" That's more so of your certification than any other piece of paper that you can stick on your wall. So number one is simply to decide and believe. I'm sorry it's not harder than that. I know we as humans love to make things more hard than they are, but this just isn't one of those things.

Now, step number two is really going to determine how successful or how far you can take your life coaching business, and it's deciding who you want to coach. If you're already coaching and you're wondering why you don't have as many clients as you would like, this may be the step that you're missing, is defining your niche. And I get it, as a coach, we want to help everybody. And now that's very admirable, however, it's not too good for business because when you're trying to reach everybody, what ends up happening is that you ultimately reach no one. And no one will know if you are the coach for them if you have not designed and designated your niche for your business. So answer the questions in the e-book and do not skip over this process. Like I said, I know you want to help everybody, but that's not going to help anybody in the process of you coaching. The way

that I discovered my niche was I did conference calls. I would teach classes via the telephone and I would have so many different people on the call at that time. People from all different backgrounds, from all different walks of life, with different issues, different sets of problems. And what I was able to do, was I was able to see who do I really match with? Do I match with people that are dealing with relationship issues? Not so much. Do I relate with people that are dealing with health issues? Not so much. I really resonated with people that had a passion to help other people. That's how I discovered my niche was through doing conference calls. And if you haven't done any conference calls, stick around and I'll show you how to do them, and how simple and easy they are.

Step number three is to start coaching people right now. I know, I know, you're saying, "Wait a minute, Angel. But I just got here! Uh, what do you mean start coaching people right now?" The reality is, you're already coaching people unofficially. So the hesitation comes in when you go to actually hang your hat as a life coach. I don't know what it is with us as human beings, but once we attach a title to our name, that's when we become like, oh my goodness. We feel like we have to rise up and be someone different, and you don't. You just have to rise up to the occasion of who you already are being in this very moment. And the only way to become a good life coach is to start coaching. And even if you decide to go through some training, your part of your training is going to include coaching people on the spot. When I went through my coach training with Valorie Burton, we were there for two days, and we were coaching people on the first day, and I was a little nervous. I was like, "Oh my goodness, but wait a minute.

Aren't you going to give me some tips and some tools?" No! The mere fact that we were already there showed that we already were good listeners, and we were already people that were not afraid to ask those hard and tough questions.

So I want you to get a couple of your friends, let them know what you're up to, let them know that this is something that you're very passionate about. And I'm pretty sure they already know because I'm pretty sure they've already been nudging you in this direction. So let them know that you are officially hanging your hat as a life coach and get them on the phone. Ask them if you can do a 30-minute coaching session with them. And just to get yourself comfortable with being a coach, and comfortable with actually having that designated time to say that as your coach, I'm going to focus on you and your needs. And help them create an action plan where they can go ahead, get off of that coaching session with you, and start putting things into action immediately. That's the only way that you're going to get comfortable with becoming a coach is actually doing some coaching sessions. So as soon as you're doing watching this video and answering some of the questions in this e-book, I want you get on the phone with your friends and let them know what you're up to, and schedule them in. Actually take your calendar and schedule them in for their coaching session. When you actually schedule them in, it will do something to you internally to make a shift to say, "I'm actually doing this. You know, at Friday at 3:00 I've got a coaching session." And it will help build your confidence and get you used to and comfortable in becoming a life coach.

Step number four is to legalize your business. Now, this is something that you want to contact a local attorney maybe in your city or state and find out what it is that you need to start a business. As far as getting insurance for your business, because you are working with other people, it really is a little bit difficult in the life coaching industry because it's not a regulated field. It's almost, like, what am I insuring? However, if you do plan to rent some office space, and have your clients come to you in that way, and meet with them one-on-one, that's when you can get the business insurance. Because if one of your clients walks in and say, trips and falls, you will have insurance to cover the damages that could possibly happen to them. But if you are coaching, and you're over the phone, and you're coaching via Skype, or via email, it's a little bit more tricky to insure that type of business. However, speak with an attorney or go to [legalzoom.com](https://www.legalzoom.com) and get an expert's opinion depending on the coaching service you decide to set up. And you also want to really act like a business because you are a business. So like I told you before, getting your calendar, get a specific calendar just for coaching. Open up a bank account just for your business. Make sure the name that you have for your business is not taken by anyone else so you won't run into any legal issues later on down the road. So make sure no one else has your business name and you will be A-Okay.

Step number five, which is one of my favorite parts, is to put yourself out there. This is very important because you can have a heart as big as this world to help people, but if people don't know that you're out there, you won't be chosen as their life coach. And one of my favorite mentors said, "You have to be seen in order to be considered," and

that's so true. And one of the best ways of getting out there and being seen is through video. I know there's so many people that are, "I don't want to put myself on camera." Well, guess what, you've got to get used to the camera. While blogging and using social media through written text is awesome, it's very effective, video marketing takes it just up another step because you can actually feel that person and your clients will be able to say, "I like her. I really like her energy, I like her vibe." So consider using video to help further your business and your brand because people enjoy watching video today. Especially in today's world, we've got videos everywhere. So when your video pops up with a specific title geared just towards your niche market... So consider using video in your coaching business because your clients will be able to better distinguish if you're the right coach for them because they can just feel you through the camera. I'm sure you can feel my energy and my passion through this video. Now, if all of this was just written, maybe you could feel it, but not so much. So really consider getting out there, putting yourself out there through video marketing more than anything else. Get your business cards. Don't be afraid to start showing up at networking events, at workshops, and literally introducing yourself as a life coach. Remember, you have to be seen in order to be considered.

Step number six is to collect email addresses. When you are out here, putting yourself out here in your marketing and on your website, you want to make sure that you collect email addresses. The importance of collecting the email address is so that you can continue to market to your potential clients. Now, in order for you to have received this e-book and this video that you're watching now, you had to enter in your

email address. And there was a very special and particular reason for that because I would love to stay connected to you and help you continue to build your coaching business. Having an email system that you are working with is so beneficial. Every online business knows that the money is in the list. When you can effectively market to people that have signed up to join your email list, you are now talking to your people. It's not like when you throw a post, or a quote, or something out on your Facebook or your Instagram. That's almost like throwing out a wide net. However, when you collect email addresses, you are now talking to your group of people. So I hope you continue to stick around on my email list, and I will continue to give you great information to help you build your coaching business.

And the last and final step in this process is to market like a rock star, and I mean market like a rock star! When was the last time that you've seen a rock star, when was the last time you've seen Kanye West be shy about promoting himself? Um, I'll wait for that answer. Never! So you really have to be confident within yourself, and your skills, and your ability to go out there and market like a rock star. And think about marketing like this, a lot of people say, "Well, I don't want to put myself out there." But if you know that you hold the answers to somebody else's life turning around, how nice is that for you to sit back and hold onto all of that information and not get out there and market yourself like a rock star?

I totally hope that you have enjoyed this video series and this e-book, and like I said, stick around. I'm going to be in your inbox and I'm going to share with you more tips and more tricks to build your

coaching business to levels that you never even thought possible. I'm going to pour into your inbox things that you will be able to use immediately to help you help your clients succeed, and to ultimately help you build a successful coaching business. If you want to learn how to start your first coaching session call and to host conference calls, stick around. All that information will be in your inbox really, really soon.