

# THE ULTIMATE GUIDE TO BECOMING A PROFESSIONAL LIFE COACH

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**Foreword by Tony Robbins**



## FOREWORD

Listen, I'm really thrilled that you've decided to read this short guide. In these pages, you'll discover everything you need to know about becoming a life coach—and the steps you need to take to start your new career as an agent of change and become successful.

Because the truth is, there's never been a better time to become a coach.

We, as a civilization, are undergoing an incredible transformation in the way we work, the way we live our lives, even in the way we love and connect with those around us. Demand for coaching is at the highest its ever been in history, and as more and more people talk about it, this demand for guidance and support is only going to grow even faster over the next few years.

Maybe you've attended one of my events, or read one of my books, or perhaps even watched my Netflix movie—and you're thinking about becoming a life coach, but you want to see if it's the right path for you first. If so, this guide was written with you in mind. It's specifically for you.

We called this book the “Ultimate Guide”—not because it reveals to you every last secret of being a life coach, but because if you know that it's your purpose to become a coach, these pages will give you everything you need to get started and take your first steps on this amazing journey.

It takes a special kind of person to become a coach, and if you know in your heart that this is what you were put on this earth to do, there's nothing more meaningful than helping people change. So enjoy this guide, reap its important lessons, and—this is the most important part—take action afterwards.

Live strong—and live with passion!

*Anthony Robbins*

# ROBBINS-MADANES TRAINING

Robbins-Madanes Training is **the official coach training and certification school of Tony Robbins**. Since being founded in 2009, we have trained and certified more than 11,000 life coaches around the world. Our mission is to foster a movement of dedicated, compassionate, and professional agents of change who can follow in the footsteps of Tony and help make the world a better place for everyone.

## PRINCIPAL TEACHERS



### Tony Robbins

As one of the world's most celebrated life coaches, Tony has impacted more than 50 million people from over 100 nations. He is considered a friend and trusted advisor to multiple presidents, world leaders, high-profile business executives, and members of royal families.



### Cloe Madanes

Cloe is one of the world's most respected authorities in the field of psychotherapy and coaching. Her seven books are considered classics in the profession and have been translated into 30 languages. Cloe's innovations are taught in universities all over the world.



### Magali Peysha

Magali is a masterful coach and one of the world's foremost educators of coaches. She spearheads innovation and curriculum development at Robbins-Madanes Training. Her background in Ayurvedic and energy healing are often experienced as part of her unique coaching style.



### Mark Peysha

Mark is a Harvard-trained scholar, a master coach, and key architect of the Robbins-Madanes approach to coaching. Together with Magali, his partner, co-teacher, and wife, he co-authored the Strategic Intervention Handbook, a seminal textbook on coaching.



## THERE'S A REASON WHY YOU'RE READING THIS...

Since 2009, we've trained and certified many thousands of life coaches around the world. Do you want to know what we've learned? It takes a certain type of person to succeed as a coach. In fact, when we first meet a new student, we can tell almost right away if they have what it takes to really thrive as an agent of change and impact people on an intimate level and help them transform.

Specifically, we've seen that the most promising coaching students share the following traits:

- ✓ **Empathetic** – They have big, kind, helpful hearts. For them, coaching isn't about getting rich or earning an easy living. It's about helping others to achieve their full potential and being able to look back and say you played a part in making the world a better place.
- ✓ **Curious** – Coaches are curious about their client's view of the world and fascinated by how to improve situations. If you love seeing instances of positive change, spend time learning about people and why they are what they are, and feel a rush of enthusiasm when you see a breakthrough solution, you are probably feeling the call to become coach.
- ✓ **Intuitive** – You'll know if you have this kind of natural wisdom and intuition if you feel that people often come to you for advice, guidance, or maybe even to bounce ideas off you and get a second opinion. Coaching is a profession where your intuition becomes a career asset for you.
- ✓ **Humility** – Many new coaches are surprised to learn that they do not need to have all the answers. Clients don't want a coach who "already knows everything." A coach is someone who has walked the path, experienced struggle as well as victory, and can help discover the solution that is right for that client.
- ✓ **Growth Mindset** – Coaches tend to invest a lot of their time and energy into growing beyond their comfort zone and expanding their circle. *The best coaches are always stepping outside their comfort zone and growing.*



## THERE'S A REASON WHY YOU'RE READING THIS...

Did you notice what's *not* on that list? You don't need to be glamorous or "successful" to be a coach. You don't even need a college degree. However, the above traits are essential. They're what we call "core competencies".

Our job as educators is to help you build on these competencies and apply them to a methodology—the same coaching methodology Tony Robbins uses. That's how you become a professional coach.

When folks come to us and they're interested in becoming a life coach, they have questions. You may have questions too. In that case you've come to the right place. In this guide you'll get helpful answers, and can get an honest look at what it takes to be a successful and respected life coach.



**ROBBINS MADANES**  
TRAINING

*STUDENT PROFILE*

### Mariana

*Miami, Florida*

#### **KNEW IT WAS HER PURPOSE TO TRANSFORM LIVES LIKE TONY ROBBINS (IN SPANISH)**

After attending one of Tony's *Unleash the Power Within* seminars, Mariana knew it was her purpose to transform lives like Tony Robbins (but in Spanish!). That's what brought her to Robbins-Madanes Training.

She specializes in helping middle-aged people reset their lives, and discover a new purpose and passion. **Mariana now sees ten clients per week, and loves what she does.** What's more, she used her early success with clients to build a tribe of more than 12,000 subscribers—and it's growing!

"Robbins-Madanes Training gave me the tools to make it happen. I could not ask for more. I always recommend my students who want to become coaches to do it through Robbins-Madanes Training."



## “DO PEOPLE REALLY PAY MONEY FOR COACHING?”

PricewaterhouseCoopers, one of the world’s most respected analysis companies, has estimated that life coaching is a \$2.4 billion per year industry (PricewaterhouseCoopers, 2016). According to IBISWorld, it is growing at nearly 5% per year (IBISWorld, 2017)—and global growth is likely much higher.

The International Coaching Federation surveyed practicing coaches around the world, and found that 75% of them expect their income to increase over the next year (PricewaterhouseCoopers, 2016).

### **Why is the coaching industry growing so fast?**

It’s quite simple: people are increasingly becoming more goal-oriented, more ambitious, and more accountable for results, and this has created a natural demand for coaches who can help them. It used to be that personal growth and making smart life decisions was “optional.”

It used to be that most people didn’t feel that “advice” would help them in their relationships, health, parenting, business, or other areas of life. Now millions of people believe that somebody could come into their life, understand their situation, give them critical advice, and they would have better results. That “somebody” who comes into your life—is a coach.

Whereas ten years ago coaching wasn’t something folks openly talked about, it has now become a mainstream phenomenon. In fact, more and more companies now actively encourage, and pay for, their high-flying managers to spend regular time with a professional coach (Financial Times, 2013).

### **What does all this mean?**

Coaching is entering a golden age. Demand for coaches is greater than supply, and life coaches who know how to tap into this growing market and find clients can expect to earn a respectable living.

Yes—people really do pay money for coaching, increasingly more so!



## “HOW MUCH DOES IT COST TO START A COACHING BUSINESS?”

**Coaching is one of those rare business opportunities where it costs *nothing* to get started.**

You don't need a website. You don't need a tribe. You definitely don't need to spend money on advertising. Assuming you have a laptop and an internet connection—and that you are fully committed to the path of becoming a coach and you're willing to step outside your comfort zone and grow—the cost of starting a coaching business is practically nothing.

**But, be careful - be smart about your business.**

With the rise of coaching, there has risen an industry of marketers trying to sell coaches onto complicated and expensive internet marketing methods. So many coaches are taught (wrongly) that they need a website, a “lead magnet”, a “sales funnel”, and a tribe, or that you need to write a book and become a paid speaker, or that you need to complete an online marketing program. But none of this is true.



**ROBBINS MADANES**  
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STUDENT PROFILE

**Val**

Stockholm, Sweden

### “I CANNOT IMAGINE NOT BEING A COACH”

What's great about becoming a coach is that you can apply your methodology and skills to just about any passion you have—and turn that passion into a meaningful purpose and a respectable living.

Val is an artist with a passion for computer graphics. So a few months into the training, he made the decision to coach other 3D artists and help them develop their art and take their income to the next level. Sounds like a small niche, right? Well, it is. Yet, **Val now makes more than \$260k per year as a coach, before completing the training!**

“Robbins-Madanes Training helped me understand who I am as a person and to recognize what makes me and others tick.”

“I cannot imagine not being a coach. I've been helping people since I was a little kid. It's just part of who I am, sharing what I know. I think I would be missing part of me, missing the part of giving and feeling satisfied in giving to others.”



## “HOW DO I FIND AND RETAIN MY FIRST CLIENTS?”

Do you want to know what potential clients *really* care about, when they’re considering whether or not they want to work with you? It’s your coaching skills. Especially if you’ve been trained and certified by a trusted brand that potential clients instantly recognize and respect.

That’s right. When clients can see that you are trained and certified—or that you’re in the process of being certified—in a trusted, bona fide coaching methodology, it inspires a certain level of professional confidence that a website, blog series, or product simply cannot replicate.

In fact, this is the reason why so many beginner and intermediate life coaches struggle to make a sustainable living. Most of us know, or have read about, coaches who shout from the rooftops that there is no money in this profession. Well, this is the reason why they struggle. Internet marketers and “gurus” have talked them into spending their money on a fancy website, or a sales funnel, or a product—when they should have instead invested in getting trained and certified in a trusted methodology.

We teach our students how to build a client base from scratch—real, paying clients—by using the “secret weapon” of every simple coach. It’s a simple 5-step method, and it allows you to build your coaching practice from nothing—i.e. no reputation, no connections, no marketing budget, and no existing clients you can tap for referrals. It works because it taps into what clients really care about. It taps into what really gives them the confidence to say “Yes!” to working with you.





## “HOW LONG DOES IT TAKE TO START GETTING PAYING CLIENTS?”

This is the most common question new coaches ask us—but we wanted to save it until now, so that you can appreciate some of the most important factors behind our answer to this important question.

How long will it take *you* to build a thriving practice, to start earning a comfortable full-time living as a professional life coach? It depends. We’ve had some students who landed their first real, paying clients within three months of starting our Core 100 program, and hundreds of coaches who go on to create serious full-time professional incomes.

On the other hand, other students want to progress through the training more slowly and take a few years to build their practice at a pace that suited them.



**ROBBINS MADANES**  
TRAINING

*STUDENT PROFILE*

**Ley-Ann**

*Nanaimo, BC, Canada*

### “THE MOST EMPOWERING JOB IN THE WORLD”

Ley-Ann reinvented herself and now helps her clients achieve breakthroughs in their intimate relationships.

“I used to run a business that occupied my time to the extreme, leaving me physically, mentally, and emotionally spent in every way. There was very little time for ‘life’ and I was plagued by Chronic Fatigue Syndrome.”

**“*Becoming a life coach let me balance my priorities so I can be the best mother I can be, spend time with my loved ones, and help others be the best they can be.* This is the most empowering job in the world.”**

Really, it’s up to you how long it takes to build your client base and start earning a living. That’s the wonderful thing about coaching and transformation: just as you’ll soon be helping your clients remove the barriers that are holding them back and put themselves in a position of power, we’re going to show you how to “coach yourself” and put yourself in a place where *you* are empowered to build your dreams.

In fact, this brings us to the final and most important thing you need to know about this journey:



## “WHAT IF I DON’T FEEL READY... YET?”

To become a coach, you must become your first client.

Right now—if you’re like most the other promising coaching students we’ve met—you’re in a place just like where your clients will be when you start working with them.

You have a goal, a vision, a dream that’s more important to you than almost anything in the world. You recognize the road in front of you and you know that it’s your destiny to walk down this path. However, like so many of your future clients, you might not ready to take that first step—at least not right away.

How come?

It’s because you need someone to believe in you—to believe that you’re worthy of this next step.

What if I told you that, in your town, there is a professional who works with people to make their dreams come true? Whatever it is that YOU most value in life (and it is different for each of us) by working with this person you are guaranteed to get better results. In fact, your best friend just used this service—and he or she is happier than they had ever been before. Now think—whatever is most important to YOU—you could get it, by working with this professional. Would you be curious?

What if you could become that miracle worker who works with people’s goals and priorities—and helps them take fresh action for positive results?



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**Jocie**

Dallas, Texas

**“I’VE MANAGED TO CONVINCING CLIENTS  
I’M WORTH \$3,500 PER DAY PLUS EXPENSES”**

Jocie’s story illustrates how becoming a coach can help many therapists (and other intervention professionals) take their practice to the next level. She has a Ph.D., but recognized that traditional therapy is often not enough to help her clients achieve the breakthroughs they really want.

Now that she is trained in a respected and powerful coaching methodology, **Jocie has been able to specialize in work she finds more meaningful—family intervention—and significantly raise her fees.**

“As a result of the skills I’ve learned through Robbins-Madanes Training, I have managed to convince clients that I’m worth \$3,500 a day plus expenses.”

## REFERENCES

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